

JAN 22 1935

PRINTERS' INK



Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

LOAN DE

Vol. CLXX, No. 3

NEW YORK, JANUARY 17, 1935

10c A COPY

Tons of PROOF

Changing the buying habits of a community is one grand, tough job. Many a fine product has been wrecked on the hidden reef of prejudice while trying to find safe anchor in the harbor of acceptance.

Tradition is the major problem that confronts the Koppers companies in seeking to put Koppers Coke into the anthracite-educated homes of Philadelphia and environs.

Koppers Coke advertising is solving this puzzle by making it extremely easy for the customer to place his initial order.

To this end the advertising puts constant emphasis upon our client's policy of guaranteed satisfaction. If Koppers Coke isn't everything the advertising says, out comes the fuel and back goes the money—just like that.

The best advertisement any product can have is a satisfied user. Trading on this principle, heat satisfaction and Koppers Coke are rapidly becoming synonymous.

★ *This typical salesman, featured in all Koppers Coke advertising, personifies fuel service in Philadelphia. He arrives with the first ton and initiates the novice into the simple rules of complete heat satisfaction.*



N. W. AYER & SON, INC.

Advertising Headquarters WASHINGTON SQUARE, PHILADELPHIA
 NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
 LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

Advertiser's Velvet!

ON New Year's morning, 1935, *The Des Moines Register and Tribune* was the only Iowa newspaper to inaugurate Wirephoto service.

Immediate popular approval greeted pictures flashed at the speed of light from 24 American key cities on a 10,000-mile coast to coast circuit. Hundreds of thousands of Iowans became more eager *Des Moines Register and Tribune* readers—other thousands became new readers.

Wirephoto demonstrated itself no experimental fad. Daily it brought dozens of up-to-the-minute news pictures as fast as the news itself. Readers proved their appreciation of SEEING news as they read it through circulation gains. Sole possession of Wirephoto equipment in Iowa gives *The Des Moines Register and Tribune* a decisive superiority in reader interest over newspapers not so equipped.

Intensified reader interest plus added circulation equals velvet to advertisers already reaching more than a quarter million able to buy Iowa families through *The Des Moines Register and Tribune*.

The Des Moines Register and Tribune

DAILY . . . 261,076 A. B. C. SUNDAY . . . 252,092

Lowest Milline Rate in Iowa. Daily \$1.91. Sunday \$1.98

"N

the m
week
sion i

De
and f
tising
In a
conser
for ol
Wi

Allyn
of Pe
A. N.
for ac

In
drugs
ward-
gress
three
Senato
P. I. 1
by Ch
senting
duced
(3) a
Hoge,
Associ
project
to co-
torially
the ho
of min
will b
constru

Last
"caugh
conduc
emerge
he had
nian O
This y
by the
Little
this ye
elephan

Vol. CLX
Entered a

PRINTERS' INK

NEW YORK, JANUARY 17, 1935

This Week

"NECESSITY may be the mother of invention," reads the most striking sentence in this week's leading article, "but depression is the ignoble father."

Depressions create new products; and for these new products, advertising must generate new loyalties. In addition, advertising must conserve the loyalties it has created for old products.

With business on the upswing, Allyn B. McIntire, vice-president of Pepperell and president of the A. N. A., sees **1935 as a big year for advertising.**

* * *

In Washington, the **food-and-drugs situation** moves rapidly toward—well, toward something. Congress confronts, not one bill, but three bills: (1) S.S., introduced by Senator Copeland and described in P. I. last week; (2) a bill drafted by Charles Wesley Dunn, representing food interests, and introduced by Senator McCarran; and (3) a bill drafted by James F. Hoge, representing the Proprietary Association. Backers of the three projected laws say they are willing to co-operate and consolidate. Editorially, **PRINTERS' INK** expresses the hope that out of the meeting of minds will come a statute that will be workable, equitable, and constructive.

* * *

Last year, Arthur H. Little "caught" the last manufacturer-conducted automobile show. He emerged, he reports, feeling as if he had attended a Turkish-Armenian Old Grudge Day at a circus. This year the show was taken over by the New York dealers. Mr. Little crashed the gate again. But this year, despite the absence of elephants, acrobats, high-wire ar-

tists, and magicians, he is pleased! His findings and feelings he sets down under the title: "**An Auto Show That Was an Auto Show.**"

* * *

The banker, so Harry Merrill Hitchcock concedes, has learned, by experience, the benefits that merchandising can bestow upon his banking business. But the banker hasn't yet found out how he can help the other fellow—and meanwhile help himself—by showing the other fellow how to use a line of credit. Constructive salesmanship, says Mr. Hitchcock, is something the banker of today ought to be applying and the banker of tomorrow will be compelled to employ. The title: "**Merchants of Credit.**"

* * *

From behind the counter Carl W. Dipman, editor of *The Progressive Grocer*, writes to manufacturers about **what dealers want from salesmen.** He writes with authority, upon the basis of a survey of dealers' wants. Mr. Dipman does not fail to remind us that retailers and their salesmen influence 30 per cent of the brands that go through retail outlets.

* * *

TVA is at once **a market and a laboratory.** A digest of an on-the-ground report compiled by the McCall Company reveals that in the Tennessee Valley there is going forward a social and economic phenomenon directly and indirectly significant to manufacturers in many fields.

* * *

For years, many advertising men have carried around in the backs of their heads ingenious schemes to advertise professional baseball. Why shouldn't the grand American

game be sold to the grand American public in the grand American way? P. K. Wrigley, who owns the Chicago Cubs, echoes, "Why not?" And he launches the first, consistent, major-league campaign. Mr. Wrigley is not without advertising experience. In fact, his initials are known to just about every literate person because they are the name of one of his manufactured products.

* * *

And, meanwhile, what are American women up to? A study by *Woman's Home Companion* discloses that, although they do play bridge, their favorite sport is swimming. This and other facts, important to advertisers, are bunched under the title: "**Woman's Leisure Time.**"

* * *

Accepting the monthly average of 1928-'32 as 100, **magazine lineage for December** (weeklies and January monthlies) ran 73.4 per cent—an increase of 13.4 per cent

over 1933. These and other figures, reflecting interesting fluctuations, are set forth in this week's **PRINTERS' INK Advertising Index.**

* * *

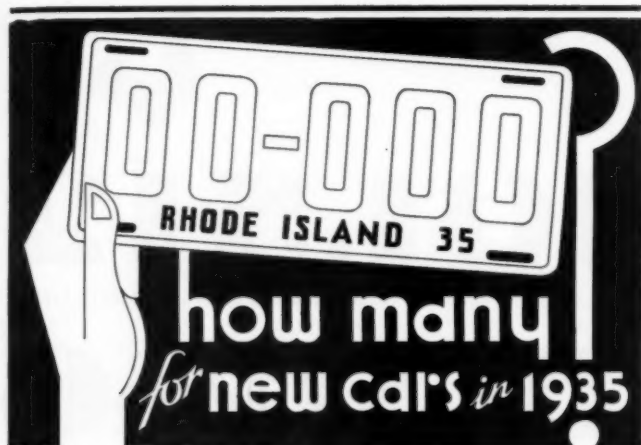
There still is room for more **trade characters.** Who knows? Perhaps there is still unborn another Phoebe Snow, or Sunny Jim. As distinguished from the trade character of earlier days, today's conception—and this fact is embedded among other pertinent and useful facts in a piece called "Trade Characters"—is a person of action.

* * *

Over two networks in 1934 ninety-five companies spent more than \$100,000 each. Their total expenditure was \$37,815,197. In 1933, the same group spent \$25,943,396. And the 1934 grand total of all advertising over the two networks was \$42,659,461, a gain over 1933 of 35 per cent. The figures are detailed under the title, "**Radio Advertising.**"

CONTENTS

Why 1935 Will Be Big Year for Advertising.....7	Trade Characters.....57
ALLYN B. MCINTIRE	
Merchants of Credit.....17	Radio Advertising.....63
HARRY MERRILL HITCHCOCK	
Re S.5 and S.580.....25	Code Official Confesses.....67
CHARLES WESLEY DUNN	
P. I. Advertising Index.....32	Manufacturers' Agents.....72
L. D. H. WELD	JOHN H. FREDERICK
An Auto Show That Was an Auto Show.....37	TVA Is a Laboratory.....83
ARTHUR H. LITTLE	
Wisest Buyer of Space.....44	What Dealers Want from Salesmen.....88
A. WINEBURGH	CARL W. DIPMAN
Woman's Leisure Time.....45	Books in Brief.....96
WADSWORTH H. MULLEN	
I See Where.....49	Editorials.....108
G. M. S.	
Baseball Advertises.....53	Rural and Farm Paper Summary.....112
	The Little Schoolmaster's Classroom.....114



NEW car sales jumped 12.6 per cent in Rhode Island during 1934, showing a total of 12,249 as compared with 10,876 for 1933. Constantly improving conditions in New England's Second Largest Market point to increased sales for 1935. What will your share be?

*show week - show number
February 24th*

On Sunday, February 24th, Rhode Island automobile show rooms will be in gala attire for a week's showing of 1935 models. On the same date will be published the Sunday Journal Show Number—the year's most important automotive medium in the Providence market. Show Number carries an abundance of news and advertising of new car offerings. Show Number sells cars. Include it in your schedules.

The Providence Sunday Journal

C. H. EDDY Company, Boston, New York, Chicago
R. J. BIDWELL Company, Seattle, San Francisco, Los Angeles



161,512

Largest Daily Circulation in Wisconsin

193,686

Largest Sunday Circulation in Wisconsin

MILWAUKEE JOURNAL circulation is going up! The above figures are the net paid averages for the month of December, further increasing The Journal's tremendous lead over all other Milwaukee papers. In city, suburban or state circulation, daily or Sunday, no publication even approaches The Journal.

Practically 100% of this circulation represents families and home readership. And it is highly concentrated in better buying homes.*

That's why advertisers in 1934, invested more than three times as much money in Journal space as in any other Milwaukee newspaper.

*From Survey by American Appraisal Company

THE MILWAUKEE JOURNAL

FIRST BY MERIT

W

TH
ol
tison
word
we're
will t

Th
in the
necessi

Toda
losoph
anythin
uncerta

Ever
making
change
cases t
is opp
their
these
the eb
optimis
of pess
changes
by care
upon fa
the mo
"let's c
bad the
new me

Each
in man
advertis
reaching
loyalties

In th
business
pause
moment
indices.
vail we

Why 1935 Will Be Big Year for Advertising

New Loyalties in Making Cause Sellers to Fight

By Allyn B. McIntire

Vice-President, Pepperell Manufacturing Company; President, Association of National Advertisers

THE business world is whirling at a giddy pace. Everywhere old traditions are being junked, old policies and plans jettisoned in favor of new experiments—"new deals." In the words of the old song, we don't know where we're going, but we're on our way. What is happening to old loyalties? What will the new loyalties mean? Well—let's see!

The old philosopher said, "there is only one unchanging thing in the universe, and that is the necessity for change."

Today's hard-bitten business philosopher puts it this way, "if there's anything certain in business, it's the uncertainty."

Everywhere business men are making momentous and drastic changes in their work. In some cases the direction they are taking is opposite or at right angles to their previous paths. Some of these departures are inspired by the ebb and flow of the tides of optimism, some by the chill winds of pessimism. The course of these changes are, in some cases, dictated by careful, sound reasoning, based upon factual information; in others, the motivating idea seems to be "let's change; things have been so bad they can't be much worse under new methods, plans or policies."

Each change in business direction, in manufacturing, distributing, or advertising policies, may have far-reaching effects in breaking old loyalties, and in establishing new.

In the hurly-burly of today's business turbination, it is well to pause by the side of the road a moment and watch these trends and indices. Perhaps out of our travail we are destined to witness the

birth of newer, better ways of doing things, to see new mechanics of business being set up that will make for smoother-running, more profitable enterprises tomorrow.

A review of history furnishes the interesting and encouraging evidence that out of travail have been born many of the world's interesting developments.

In his book, "The Consumer," Mr. Pitkin, the author, quotes the recollection of Elmer Davis of a report of Herodotus about a terrible famine in Lydia that left her citizens struggling through an eighteen-year depression:

"Then it was (says Herodotus) that they invented dice, and knucklebones, and ball games, and all other kinds of sport except checkers. And having invented these diversions, they behaved in this manner during the depression—every other day they would play games all day long, so as not to have to hunt for something to eat; and on the intervening days they played no games but ate instead. Thus they managed to get along for eighteen years."

Perhaps the nearest approach to our present depression was the



Jan.

Wa

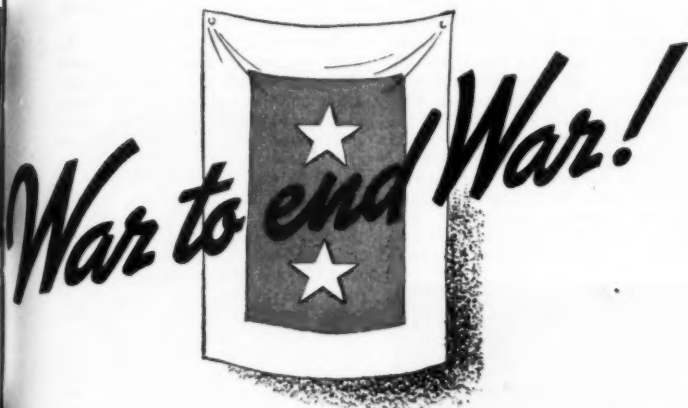
The momen
Wilson. Th
The spiri
end war inf
emergency
possible six

War to end wa
from a sincere
enlot's bitter
into the creator
a history.

It fused a co
athies, remote
of conflict, inte
and fathers pra
the holocaust,
unity for all ti

THE differ
I and a lea
true through
human activi
Those who
to the humble
ine can testif
advertising ic
to action. An
aspire salesm
An advertis
ertising—wil
mediocrity int
It doesn't m

J. W



The moment [the die was cast a remarkable metamorphosis came over Woodrow Wilson. The conflict within himself was sublimated in the vision of a divine goal . . .

The spirit of the man at the helm permeated the country. The idea of a war to end war inflamed the people's imagination . . . Americans consented joyously to emergency measures and infringements upon their rights that would have been impossible six months before.—Winkler's *Woodrow Wilson*.

"War to end war" changed Woodrow Wilson from a sincere pacifist, hating war with a pacifist's bitter and uncompromising hate, into the creator of the greatest war machine in history.

It fused a country divided in its sympathies, remote from the objects and scenes of conflict, into a sacrificial unit. Mothers and fathers prayerfully sent their sons into the holocaust, hoping only to stop this infinity for all time.

THE difference between a follower and a leader is an *idea*. This is true throughout the entire range of human activity.

Those who have applied this truth to the humble task of selling merchandise can testify to its universality. An advertising *idea* will move the public to action. An advertising *idea* will inspire salesmen and dealers.

An advertising *idea*—not just advertising—will lift a product out of mediocrity into leadership.

It doesn't matter so much where this

idea is told. You don't care whether you hear an idea over the radio, or read it in a newspaper or in a magazine. You don't care whether it is illustrated in color or black and white. You don't care whether it is printed in Goudy Bold or Cheltenham. It's the idea itself that counts.

J. Walter Thompson Company believes this and practices it. Without disregarding the special merits of newspapers or magazines or radio, each for its task, or the special suitability of certain type faces and illustrative treatments for different jobs, this agency believes that these are always secondary factors—secondary to the advertising *idea*.

An agency, believing in ideas and trained by thought and habit in their discovery, is equipped to bring you the most priceless value in advertising —the value you pay for whether you get it or not—an idea.

J. WALTER THOMPSON COMPANY

period 1874 to 1878, which marked the climax of the frenzied finance of another post-war period. It was during this ebb in the country's affairs that the Electric Age was born, with Bell exhibiting the first telephone, and Edison beginning his vital experiments at Menlo Park.

Later on, when our economic well-being and loyalties suffered another serious set-back—in 1893-94—the bicycle business skyrocketed, and there came the automobile. Henry Ford built his first machine in 1893

as well as for cigarettes, reading matter, and art goods.

Each cycle swings us over to new interests, new hopes, new ideas, for which we form new loyalties only, as quickly, to cast them aside for something newer, more interesting, and appealing to our risibilities.

Necessity may be the mother of invention, but depression is the ignoble father. We are told that in the last four years our laboratories have almost doubled the sum total of new things under the sun shortly to be available to us, at a price. Certain it is that the records of the Patent Office show a steady increase in the applications for patents, an increase coincident with the coming of every business recession. As was the case in previous depressions, there is today a feverish search for "new things" to make and to sell, a search that has been receiving continued impetus since the reaction that followed hard upon the heels of post-war boomtime years. And this search has received much of its motivation from buyers, who have said, "Give us something we can sell to people whose incomes have been curtailed, and to those who are demanding more for their money" . . . from wholesalers who have reflected the buyers' wants and wishes, and from the manufacturers and producers by whom the clarion call has been heard, amplified by their own desires to keep the wheels of production spinning. And thus are new loyalties in the making.

One has only to turn the pages of periodicals familiar to business to find new sections and departments devoted to "*New Products of Manufacture*" and "*New Ideas in Selling*" and the like. One has only to study the avid search of big (and small) businesses for new things to make, and sell, to remind one that all the scouting for "talent" is not limited to the major league ball teams, or the athletic-inspired colleges and universities. And here, it seems to me, is one of our greatest national assets. Take away this frenzied, almost fanatical, hunt for improvement—for

(Continued on page 104)



Allyn B. McIntire

and in 1896 drove his little car to hear William Jennings Bryan make his "Cross of Gold" speech.

The recession of 1921 saw radio and mah-jong have their innings and, in 1930, while we were trying to realize the magnitude of the disaster that had befallen us, there was a marked "run" on the movies, baseball, miniature golf, and jigsaw puzzles.

It was a queer anomaly that each succeeding sag in our economic and social well-being saw an upturn in our craving for what may be termed the "non-essentials," particularly those calculated to distract us from the unhappy business in hand. Thus we see new loyalties conceived for travel, amusement, and entertainment via the movies, radio, and sport, and for cosmetics and beauty preparations



The Sun led all New York
Evening Newspapers in

TOTAL ADVERTISING

in 1934 as it has for many
years past . . . it produces

The  **Sun**
NEW YORK

Herbert Tareyton Returns

FOR the first time in about five years Herbert Tareyton, who has always been the trade character spokesman for the cigarette which bears his name, is actively back in the advertising picture. He is being featured in a campaign, forecast

the market in both plain and cork-tip varieties.

Revival of advertising for Tareyton, brings American Tobacco into a bid for public patronage with two advertised brands—the other being Lucky Strike. Tareyton, along with other brands in the family, was advertised for years but this advertising was dropped when American Tobacco settled on a policy of concentrating advertising on Lucky Strike.

The new campaign asks questions—questions which have been carefully determined to make certain that the majority of smokers who read them will answer in the affirmative. They are founded on the belief that people are always intrigued by the idea of a change, that they like to try something new occasionally, that even if they are not actually tired of the brand they smoke, at least they think they are.

Some of the questions are: "Are you tired of the cigarette you are smoking?" "Would you welcome a change from the sameness of most cigarettes?" "Would you enjoy a change for the better in cigarettes?" and "Is your taste beginning to tire of the same cigarette?" Copy is brief and in addition to featuring the character of the Englishman so long identified with Tareytons, also features the long-established slogan "There's something about them you'll like."

The questions will be repeated in succeeding advertisements as the campaign progresses, with changes in layout to give variety to the background. The L. H. Hartman Company, New York, is handling the campaign.

Herbert Tareyton is actively back in the advertising picture

some weeks ago by PRINTERS' INK, which is now under way in the New York and Boston metropolitan districts.

In all about twenty newspapers are being used in this initial campaign with twice-a-week insertions, Monday and Wednesday. Tareytons are an old brand, originally sponsored by Falk, which was taken over by the American Tobacco Company when it acquired the Falk business. They sold at one time at a higher price, now sell at 15 cents and are one of the few brands on

"Commercial Appeal" Promotes Brown

Captain Enoch Brown, Jr., has been appointed general manager of the Memphis *Commercial Appeal*. He has served as vice-president and advertising director of the paper for the last two years. In his new capacity he will be in complete charge of the paper.

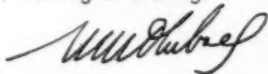
"American Architect" Represented by R. W. Janney

R. W. Janney has been appointed to represent the *American Architect* in New England territory. Mr. Janney, whose headquarters are at 755 Boylston Street, Boston, also represents *The American Druggist*, another Hearst business magazine.

"W

• • • E WANTED TO reach the type of woman whose business or social life demands that she be well-dressed, but who simply can't afford extravagance. The young college girl, "on her own" for the first time in her life, or the wife of the college graduate who's just starting out, women in business and the professions, teachers, trained nurses . . . all those women of good taste and high style sense who nevertheless must watch the budget carefully and make every penny count. We were especially desirous of putting our message over to women in those homes which, in days gone by, had known affluence but which, today, must practice strict economy.

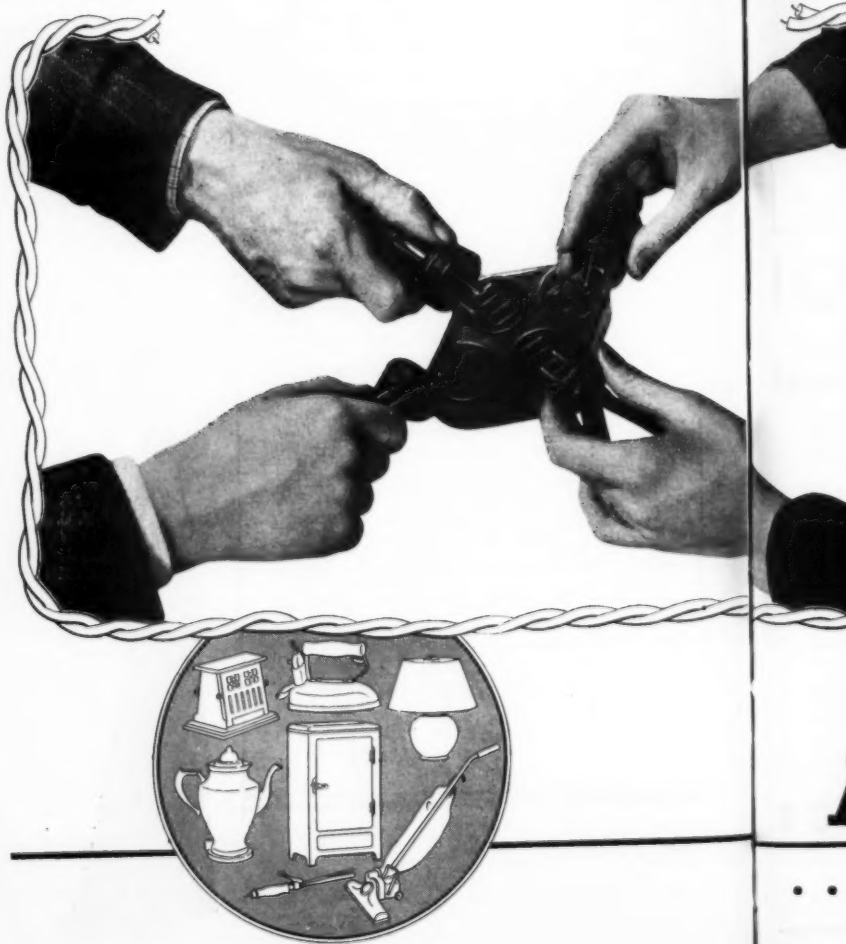
"That our choice of The New York Times for this purpose was sound was demonstrated in a most convincing manner. In the course of the campaign we used eight New York newspapers. The New York Times, **measured in direct returns**, out-pulled any other standard-size medium, morning or evening."



President
OHRBACH'S



the MORTONS are up *Current Events*



reup on their t Events



The Mortons have been electrified these many years. They have irons and curlers, refrigerators and toasters, heaters in winter, fans in summer and so on. This "outlet consciousness" makes them good customers for new equipment and replacements. Which brings us to the point: The Mortons are only one of the hundreds of thousands of modern families who read the Chicago American every night.

No other paper in Chicago controls as many young, progressive families as the American. For the most part, its circulation is made up of men and women in their 30s and 40s—the age groups that, economists say, are earning the bulk of America's income. Experience should tell you that such people are The Leading Americans in today's consumer market.

You can be certain that what was good enough for their fathers and mothers is NOT good enough for them. As modern young people, they value convenience and comfort highly, and are willing to pay for them. But, by the same token, they're much too smart to guess about anything. So it's up to you, Mr. Advertiser, to keep them up-to-date on current events.

If you're seeking the most profitable outlet for your appliances, advertise to the Mortons and the largest active circulation in Chicago! Then watch your sales rise!

CHICAGO AMERICAN

... more **Buying Power** to you

NATIONAL REPRESENTATIVES: *Rodney E. Boone Organisation*



Bruno Hauptmann (front left) in Flemington, New Jersey, courtroom, January 9. Within a few hours after this AP Wirephoto was taken, newspaper readers across the continent in Los Angeles were seeing it in the Los Angeles Times.

—by WIREPHOTO!

Southern California is watching the Hauptmann trial from a front row seat!

Exclusive to the Los Angeles Times in Southern California comes *Wirephoto*—the greatest newspaper advancement since the linotype!

Wirephoto flashes to Times' readers perfect photographs of the headline news of the day—whether it happens in Flemington, New Jersey—Bangor, Maine—Miami, Florida—or way points in between!

Wirephoto brings to advertisers an audience which is keyed to a new pitch of interest and enthusiasm!

Wirephoto is the latest of a baker's dozen of new Times' features which are reflected in unprecedented gains in circulation!

Los Angeles Times

NATIONAL REPRESENTATIVES: Williams, Lawrence & Cresmer Company, New York, Chicago, Detroit, San Francisco.
NATIONAL COLOR REPRESENTATIVES: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Cleveland, Los Angeles.

Big Jo

WH
dis
try toda
Nobod
to give
question
ment, at
favor o
fronting
the Uni

Very
bankers
that the
is the
through
during t
are now
the mer
overload
buying r
est poss
the mer
move th
is itself
launchin
ing plan
we shall
out into

Remer
merely a
an insti
nity chie
who can
active
extraord
efficient
try we

Bank
yet reali
merely l
them to
stockhol
money i
paid any

It is c
entangle
garding
which th
day. C
cial pur
credit,"
is no la

Merchants of Credit

Big Job Ahead for Banks Is to Tell Borrowers How to Use Money Most Effectively

By Harry Merrill Hitchcock

WHAT is the biggest merchandising problem in this country today?

Nobody, of course, is authorized to give the final answer to that question. But an impressive argument, at least, can be mustered in favor of that problem now confronting practically every bank in the United States.

Very few people besides the bankers themselves seem to realize that the banks' predicament today is the exact opposite of that through which they have struggled during the last five years; that they are now in the precise position of the merchant whose shelves are overloaded but whose customers are buying reluctantly and in the smallest possible quantities. Where is the merchandising plan which will move the bankers' product—which is itself vital to the successful launching of all other merchandising plans out of the sum of which we shall build business recovery—out into active use again?

Remember that a bank is not merely a storehouse for money, but an institution serving its community chiefly by the supply to those who can use it profitably, of the active principle of money—that extraordinarily swift, flexible and efficient tool of business and industry we call credit.

Bank depositors may not even yet realize that their money cannot merely lie in the vault waiting for them to ask for it; but bank stockholders expect dividends; and money in the vault has never yet paid any.

It is of course all too easy to get entangled in endless arguments regarding the quality of the goods which the bankers have to offer today. Classic economists and financial purists talk about "synthetic credit," "credit inflation," and there is no lack of dark forebodings of

further deterioration of the commodity. But whether we like it or not, today's credit, based upon today's money, is what we have to do business with. It is all we can get; so we had better set about using it.

Yet when we talk with the bankers we find them virtually unanimous on two points; first, that they are eager to lend, and second, that they are finding it extraordinarily difficult to do so.

How Bankers Explain Their Market

The bankers' own explanation for the poor market for their wares runs, briefly, about like this:

On the one hand they are being overwhelmed with importunities by would-be borrowers who are, however, unable to satisfy the banks themselves as to their ability to use credit profitably—without, which, of course, no credit is ever justifiable.

On the other hand when the banks themselves approach former borrowers with whom they feel sure their money would be safe, those gentlemen refuse to borrow because they themselves don't see how to make profitable use of the money.

It all boils down, then, stated baldly, to the fact that both bankers and business men have lost a great deal of their faith in the ability of the latter to do what is supposed to be the reason for their existence—to do business profitably. Naturally there are plenty of alibis in today's conditions; but that is what it comes to. Plus, of course, the tendency of some bankers to do what no real merchant would ever do—give public expression to their lack of faith in the quality of their own goods.

Brief mention might also be made of another comparatively

minor excuse which some bankers are making for the meagerness of their present market. Hand-to-mouth buying, they say; shortened terms; speedier deliveries and collections; all the ways in which business men have learned to tighten their belts, have narrowed the credit market. But all these amount merely to improved efficiency in the use of credit; and more efficient use of a tool tends to increase, not decrease, its employment.

We Need Ways and Means and Not Excuses

What we need is not excuses for the failure of credit to move into use, but ways and means of moving it. What merchandising methods can and should the banks use to solve their problem, for the good of us all? What can an advertising man cull from his experience with other merchandising problems which may help in this one?

The bargain sale, of course, we have always with us; and if you think our banks are not already employing it, investigate the interest rates at which many millions of dollars are on loan to some of our biggest corporations today. But a merchant who has real faith in his product (as a banker above all, you would think, should have) never considers a bargain sale as more than the most temporary of emergency expedients.

Any merchant, in such a situation as that of our banks today, knows he has a constructive selling job to do; and so, to do them justice, the best of our banks realize it as perhaps they never have before. It would surprise you to know how far some of them have already gone in their dignified, but none the less aggressive, hunt for business. The trouble is that they are short on experience.

It has been at least fifteen, and perhaps even forty years since American banks have had this particular problem as acutely on their hands as today. It is of course an immensely hopeful sign that this problem has replaced the diametrically opposite difficulty with which they were struggling not so long

ago; and a scarcely less hopeful sign is the courage with which most of them are tackling it. But because it is so novel to them, they simply do not have the equipment for dealing with it which a merchant or manufacturer develops by the process of running into such situations at more or less frequent intervals throughout his career.

Every experienced advertising man can remember cases in which he helped this client or that to create, for some product, a demand which at the outset did not seem to exist or even to be possible. The whole history of modern business is spangled with cases in which a manufacturer has created a product to meet a need in which he had faith, though the very people who were to become his best customers were not themselves in the least aware of it.

How many people in 1900, or even 1910, were conscious of their need of an automobile? In 1920, of a radio? Try and deprive them of those things today!

I cannot see any essential difference between the merchandising problem of a manufacturer with a product which people do not know they need, and that of a banker whose clients, because they do not know how to use it profitably, do not think they need a line of credit. In both cases the fundamental answer is the same: "Show them how to use it."

The Heart of the Banker's Present Problem

In order to do this, however, the merchant, be he banker or manufacturer, must first himself thoroughly understand the use of his product; and right here, with all respect, is perhaps the heart of the banker's present problem. From 1923 to 1929 all he had to do was to pick and choose among clamoring prime borrowers; from then until a little while ago he needed above all to protect himself; today he has a new lesson to learn, or rather an old one to learn all over again.

The other day one of New York's real merchant-bankers spoke to me of "credit-file lending." It

Selling Power Strikes a New High



1934 Circulation Greatest in History

The Indianapolis News has sold itself to more people than have ever before read any daily newspaper published in Indiana. That's why it so successfully sells the products and services of its advertisers to its readers.

The Indianapolis News

SELLS THE INDIANAPOLIS RADIUS

New York

Dan A. Carroll, 110 E. 42nd St.

Chicago

J. E. Lutz, 180 N. Michigan Ave.

is an apt phrase. There are all too many bankers who know by heart the balance-sheet and income-account rules for judging a borrower; who are even shrewd judges of human nature; but who aren't measuring up to their jobs under today's conditions, because they don't know how to give real, practical help in the actual application of bank credit to concrete—not to say knotty—problems.

Today's banker must—tomorrow's banker will—know that in most cases (in *all* cases except a few rare special instances like patent monopolies) a good-looking balance-sheet and income account must rest upon an intelligent grasp and courageous application of the principles of modern merchandising; advertising, sales promotion, and timed, controlled and directed sales effort. Conversely, he will recognize balance-sheet trouble and pernicious anaemia of the income account as merely symptoms, usually of the disease known as obsolescence of the sales plan.

And how is the banker to learn these things, so that he need not meet the would-be borrower with a mere refusal unprofitable to both, but show him how to amend his plans in a way to make them profitable—so that instead of pressing money upon a reluctant client he can say to him, "here's a thing you can do with a half million (which we'll be glad to lend you) and if you handle it this way, and do this, I think you'll make some money"?

Every bank in this country has its little group of "backlog" clients, just as every going business has its "backlog" customers. They are the firms that have gone right on borrowing and repaying, and making profit on their borrowings, no matter how tough things got. They are the best friends the banks have; but they can be even better friends, for from them the banks

themselves can learn the simple principles which, applied to the affairs of less satisfactory clients or prospective clients—and applied, where they do apply, to the bank's own business of merchandising credit itself—will bring poor borrowers into the class of good borrowers, and make good borrowers better.

These principles are no secret; and they are extremely simple. They are in fact so simple that they can all be reduced to a single statement:

The object of all business activity is to put, at the least possible cost in time and money, an efficient salesman, offering a good product at a fair price, in front of a good prospective customer; and to do so at the precise time and place most favorable for a sale.

Volumes, of course, could be and indeed have been written on such questions as: what constitutes an efficient salesman? What are the specifications for a good prospective customer? And what determines a fair price? But the principles are always the same; even when the salesman isn't a human being, but an advertisement with a coupon in the corner.

It was a great banker who once said of a great lawyer; "he doesn't tell me why I can't do it; he tells me how I can." It should be said of any good banker today; "he doesn't tell me why I can't have a line of credit; he shows me how I can."

We have a tremendous job ahead of us in this country in overhauling and rebuilding our entire sales and distribution structure so that profits can be made on business that shows only a loss today; the banker, if he will, can be our leader and greatest help in this task. To know how to merchandise bank credit he must know how to merchandise goods.

John B. Woodward Opens Kansas City Office

John B. Woodward, Inc., publishers' representative, has opened an office in the Interstate Building, Kansas City. Joseph J. Farrell will be manager of the new office.

Art Brown, Business Manager, "United States News"

Art Brown, for the last ten years on the staff of *Nation's Business* as associate editor and director of mail promotion, has become business manager of *The United States News*, Washington, D. C.

Adv

Editor o

Your
Bill" in
of PRIN
good ha
idea tha
co-opera
than stu

Howe
"If you
The AB
body ju
'em." C
of food
been co
I hope
include
general
tions a
those t
sorry m
ot Comp

We v
beginnin
favor o

St

STEP
boar
tional
ness E
Practic
it may
present
but rec
the nee

The
the pr
must
which
law bu

Badger
Adds

Fred
of Ba
Inc.,
vote hi

AFA Not Ready to Jine

ADVERTISING FEDERATION OF
AMERICA
NEW YORK

Editor of PRINTERS' INK:

Your editorial, "The New Foods Bill" in the December 20 issue of *PRINTERS' INK* contains some good hard sense. I subscribe to the idea that an attitude of intelligent co-operation will get us farther than stubborn obstruction.

However, I do not like the idea "If you can't beat 'em, jine 'em." The AFA will never "jine" anybody just because we can't "beat 'em." Our stand on the question of food and drug legislation has been consistent from the beginning. I hope that you do not mean to include the Federation in your general indictment of the associations and other interests among those that you say made quite a sorry mess of it in the last sessions of Congress.

We went on record right at the beginning declaring ourselves in favor of new legislation to extend

regulation of the food, drug, and cosmetic industries, including the advertising of these products; but objected to many undesirable features of the original Tugwell Bill. Throughout the discussions, we were on terms of friendly co-operation with the Administration officials and our objections were all met by revisions in the bill.

We see no reason now to change our position. The Federation still offers moral support to a bill along the lines of the last Copeland Bill, provided that no bad features are put back or introduced. While some advertising interests criticized our stand some time back, it is now more plain that we were right and have been all along.

I just wanted to call your attention to this because of your unqualified reference to the associations which were mixed up in the doings at Washington, and we were among them.

EDGAR KOBAK,

Chairman of the Board.

Stronger Fair Practice Code

STEPS have been taken by the board of governors of the National Association of Better Business Bureaus to bring its Fair Practice Code up to date, so that it may work more effectively. The present code was adopted in 1931, but recent experience has indicated the need for modernization.

The revised code incorporates the principle that business men must consider the responsibility, which is not theirs, in technical law but which should be assumed

as part of modern business standards. Karl T. Finn, of Cincinnati, president of the national association, explaining the action taken by the governors, points out that not only must advertising which deceives the public be eliminated, but also such advertising which attacks competitors, whether the attack be direct or implied.

The specific provisions of the new code will be announced when approved by member Bureaus, to whom it is now being submitted.

**Badger, Browning, Hersey
Adds Fleischman**

Fred Fleischman has joined the staff of Badger and Browning & Hersey, Inc., New York agency. He will devote his time to copy and contact.

**Made Vice-Presidents,
Gardner Agency**

W. E. La Driere and J. F. Kircher, both of the St. Louis office, have been made vice-presidents of the Gardner Advertising Company.

How Will YOUR Business

THE newspapers report good business for many firms in 1934. For some the fourth quarter was better in volume and better in earnings. But not for all.

No magic formula makes business good; no lucky stumbling on big ideas; no patient waiting for general business to pick up.

When business is better, invariably aggressive effort makes it so.

You can make your business better in 1935 by extending your selling effort to reach markets both known and unknown, to cover unsuspected sources of sales.

To stay in business you must go where business is known to exist. But to grow, you must go, also, where business may be, today, or next year. You must reach every possible person of influence—spread your sales story all across the field of American business.

Be sure that it penetrates to all those influential

"I read Nation's Business regularly and get a great deal of good out of it."

T. O. KENNEDY,
General Mgr.
The Ohio
Public Service Co.,
Cleveland

MR. KENNEDY, a subscriber since 1926, is one of the 31,050 executives who receive Nation's Business because of membership in the United States Chamber of Commerce. The membership subscribers, originally the only subscribers, now constitute 12% of the total net paid circulation of 250,428.

indivi
Sprea
ties fo
tomer
in you
four c
in all

Th
by ci
name
nomi
It
circul
carry
and in

★

B

E.

Be in 1935?

individuals who initiate, investigate and recommend. Spread it widely enough to give yourself opportunities for new business. Just coverage of known customers isn't enough. One subscription to each firm in your known markets may be coverage. Three, four or more subscribers in firms large and small in all fields of activity is penetration.

That is what Nation's Business offers. City by city, industry by industry, firm by firm, name by name, Nation's Business has economical and adequate penetration.

It is the only magazine of less than a million circulation with enough influence to do a complete carry-through job. In circulation, in reader regard, and in low cost, its leadership is unquestioned.

★ **The only magazine for business men that** ★
CARRIES THROUGH all American business.

NATION'S BUSINESS

WASHINGTON

E. V. THOMPSON • Director of Advertising

Consul Looks at Advertising

AMERICAN CONSULAR SERVICE

SINGAPORE, S. S.

Editor of PRINTERS' INK:

During a long service abroad I have watched the development of American advertising to a point where it was a thing of beauty and joy forever. I have seen Continental advertisers try to emulate the American advertising style and notably the British have achieved a great measure of success.

The brilliant advertising style previously employed in the United States has degenerated greatly in the last two years—has gone back actually to the old "hick" days. Apparently a great effort is being made to tell the complete story of the particular industry concerned. The heavy black display lettering is awful and this is aggravated by as much description in small type as can be crowded into the space available.

Some of the automobile advertising is especially objectionable. Of course nobody takes the trouble to read all this subject matter. This feature is a throw-back to an old form of British advertising, resembling somewhat a show window

in an English provincial town where the proprietor puts one of everything in the shop in the window. Then another archaic system taken over recently is to put words, encircled by a line, into the mouth of one or more drawn subjects. One figure bemoans his fate that he is spending money, getting no results, etc., while another figure, also with a line drawn around his talk, assures the poor fellow that he should use somebody's this or that and his troubles will be over. What a complete lack of appeal in such advertising!

It is no longer a pleasure to pick up American magazines and go through the advertising pages. The beauty and magic of the old American style has departed almost entirely. Foreigners no more tell me they enjoy the advertising in American magazines as much as the articles.

Who is responsible for this deplorable state of affairs? The advertising agencies or the manufacturer? Has it been profitable? I would like to know.

WILBUR KEBLINGER,
American Consul General.

Walter J. Daily Starts Own Agency

Walter J. Daily has, as was forecast in PRINTERS' INK, announced his entry into the advertising agency field. He has organized Walter Daily, Inc., with headquarters in Cleveland, and, in addition to agency service, will specialize on sales promotion.

His new activity marks a return to agency work in which he previously was engaged for seven years as a member of the staff of the Federal Advertising Agency and of the former Thomas F. Logan, Inc. Later he was advertising manager of the Electric Vacuum Cleaner Company. Since 1927, he has been with the refrigeration division of the General Electric Company of which he was sales promotion manager in charge of advertising.

Mr. Daily was responsible for all advertising of this division.

Has Kelvinator Foreign

Maxon, Inc., Detroit, is now handling the foreign advertising of the Kelvinator Corporation and the Leonard Refrigerator Company.

R. L. Hurst and L. W. Thomas Join Getchell Agency

R. L. Hurst and Louis W. Thomas have joined the New York office of J. Stirling Getchell, Inc.

Mr. Hurst, who joins Getchell in an executive capacity, has long been associated with Batten, Barton, Durstine & Osborn, Inc., of which he was a vice-president and, until his joining the New York staff, was manager of the Chicago office.

Mr. Thomas, who joins the copy department of Getchell, was formerly a member of the New York copy staff of Lord & Thomas. He was at one time with the Mitchell-Faust agency in Chicago and director of plans and copy of The Dorland Agency, New York.

Liggett's Advances Gatto

Arthur A. Gatto, associated with the advertising department of Liggett's Drug Stores for the last twelve years, has been appointed advertising manager. He succeeds F. L. Tompkins, who has been promoted to a field management position in the chain.

Re S.5 and S.580

How Composite Food and Drugs Measure May Be Built Out of These Two

By Charles Wesley Dunn

Counsel, Associated Grocery Manufacturers of America

ON January 3 Senator Copeland introduced Senate 5, his new bill to revise the Federal food and drugs act. It is largely a reproduction of his old bill, Senate 2800, which the Senate Commerce Committee reported out in the last Congress. The new bill is distinguished from the old in that it is re-arranged throughout and amended in certain particulars.

As to food, Senate 5 differs from Senate 2800 in this principal respect: the provision requiring the label disclosure of ingredients in the order of their predominance by weight is amended to exempt any food whose ingredients are filed with the Secretary of Agriculture. But a new provision is added which empowers the Secretary to require the label disclosure of optional ingredients prescribed by a standard of identity. This provision is uncertain in meaning and application and therefore subject to sound objection accordingly.

Otherwise and broadly speaking, the provisions of Senate 5 defining food and its adulteration, misbranding and false advertisement remain substantially as prescribed in Senate 2800. Hence the defects remain which I described in my November 22 address to the Associated Grocery Manufacturers of America, Inc.

As to drugs, Senate 5 differs from Senate 2800 in the following principal respects: (a) a drug is declared adulterated if it is dangerous to health under the conditions of use prescribed in its advertising, as well as in its labeling; (b) the "manufacturing formula" stipulation is omitted from the paragraph defining the adulteration of official drugs; (c) the paragraph is omitted defining a drug as misbranded if its label fails to declare the presence of alcohol,

etc.; (d) a new provision is added declaring a drug misbranded if it is fabricated from two or more ingredients and it is not labeled to declare the name and the quantity or proportion of each active ingredient, unless this information is filed with the Secretary; (e) the paragraphs defining the misbranding of a drug represented as a germicide, bactericide, disinfectant, or antiseptic have been technically revised; and (f) the definition of false advertisement has been amended to outlaw the advertising of a drug represented to have any therapeutic effect in the treatment of cancer, tuberculosis, venereal diseases, heart and vascular diseases, as well as any other disease which may be administratively added to this list, excepting advertisements disseminated only to members of the medical and pharmaceutical professions or which appear only in scientific periodicals of these professions or which are disseminated only for the purpose of public health education by persons not commercially interested, directly or indirectly, in the sale of such drug.

Differences in Enforcement Provisions

As to the administrative and enforcement provisions, Senate 5 differs from Senate 2800 in these principal respects: (a) publisher, radio-broadcast licensee, or other agency or medium for the dissemination of advertising, who disseminates a false advertisement caused by a person residing in a foreign country, is only exempted from prosecution for doing so if he establishes a guaranty or undertaking signed by a seller of the article so falsely advertised, residing in the United States, to the effect that he (the latter) assumes

full responsibility for any violation of this Act incurred by the dissemination of such advertisement; (b) the provision for court restraint of multiple seizure is made more strict; (c) the provision for an injunction enforcement proceeding is improvingly revised; and (d) the publicity provision is broadened in certain respects and limited in others.

Otherwise and broadly speaking, the provisions of Senate 5 remain substantially as prescribed in Senate 2800. Hence the defects remain which I comprehensively described in various addresses.

On January 10 Senator McCarran introduced my new bill to revise the Federal food and drugs act. It is Senate 580.

This bill is not a rival to Senate 5. Rather it supplements the latter. For it is designed to correct and perfect the latter. It was introduced by Senator McCarran at Senator Copeland's own request. And this request was made to place the bill before the Senate Committee on Commerce for due consideration with Senate 5. The plan now is to work out a composite bill containing the best provisions of both bills and thus to develop a single bill for general support and early enactment.

Personally and as counsel for important parts of the industries represented, I desire to co-operate constructively with Senator Copeland in a sound revision of this Act to satisfy all the public needs of it. This revision is in the public interest. And it can be accomplished by the aforesaid plan.

While having the same broad purposes and the same general application, Senate 580 differs sharply from Senate 5, in numerous particulars. I deem it a stronger bill for the protection of the consuming public and a fairer bill to the industries affected.

Senate 580 is a stronger bill for the protection of the consuming public because:

First: Its definitions of adulteration and misbranding are broader, as a whole.

Second: It inserts a strong and sound rule for representations of

food value and effect by label or advertisement, which is omitted from Senate 5. The rule is this: any such representation shall be deemed to be false under this Act if it is not supported by reliable evidence sufficient to justify it and consistent with the purposes of this Act.

Third: It inserts a similar rule for representations of cosmetic value and effect by label or advertisement, which is omitted from Senate 5.

Fourth: It substitutes a similar rule for representations of drug value or effect in lieu of that in Senate 5. The latter rule is this: any such representation shall be deemed to be false if it is not sustained by demonstrable scientific facts or by substantial medical opinion. This rule is open to the objection that it is too narrow and subject to serious misuse.

Fifth: It prescribes a broader definition of unlawful acts.

Sixth: It requires all persons who engage in commerce subject to the Act to register with the Secretary of Agriculture. This is a very useful administrative provision.

Fairer in Its Definitive Provisions

Senate 5 is a fairer bill to the industries affected, in its definitive provisions, for these (among other) reasons:

First: It provides that a reasonable allowance shall be made for an allegoric reaction and for harmless trade puffing in advertisements.

Second: As to drugs (a) it excludes any official substance if and when it is sold for a non-medicinal use; (b) it assures the integrity of the variation rule for official drugs; (c) it provides for reasonable variations and tolerances for non-official drugs; (d) it makes the injunction against a slack-filled container subject to a reasonable variation and tolerance allowance; (e) it proscribes deceptive substitution and any unfair imitation; (f) it safeguards private formulae and secret processes; (g) it provides for reasonable

W
\$1

THE
released
In these

A

Saving
other
Worce

Worce
except
mobile
market
every c

TO
MO
TH

TH

Worcester Savings Gain \$1,668,935 in 1934

THE stability of Worcester's buying power is indicated by figures released January 2, 1935, by Worcester's five mutual savings banks. In these banks depositors had

On Dec. 31, 1933 . . . \$137,895,563

On Dec. 31, 1934 . . . \$139,564,499

A GAIN OF MORE THAN A MILLION AND A HALF DOLLARS

Savings totaling nearly twenty-five millions more are on deposit in other financial institutions in the city, exclusive of the savings in Worcester suburban banks.

Worcester's substantial backlog of savings makes this a market of exceptional possibilities for the sale of major items such as automobiles, electric refrigerators, oil heating units, etc. THIS is the market which last May yielded to one enterprising dealer a sale every day of an oil heating unit priced around \$800.

Covered by ONE Medium

The rich and responsive Worcester Market, concentrating a population of 433,000 within an average 18-mile radius, is effectively covered through these newspapers ALONE.

TOTAL AVERAGE NET PAID DAILY CIRCULATION
MORE THAN 100,000 FOR OVER 7 YEARS

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

variations from official packaging requirements, which are practically necessary in large scale manufacture; and (h) it substitutes a regulatory in lieu of the impracticable statutory plan of control for germicides, bactericides, disinfectants and antiseptics.

Third: As to food (a) it excludes any article used as both a food ingredient and for a non-food purpose, if and when it is sold for the latter purpose; (b) it makes the injunction against a slack-filled package subject to a reasonable variation and tolerance allowance; (c) it proscribes deceptive substitution and unfair imitation; (d) it requires fabricated food to declare its principal ingredients on the label, only where they are not filed with the Government; (e) it safeguards private formulae and secret processes; (f) it empowers the administrative establishment of only one reasonable and objectively determined minimum standard of quality for a food and then only for a food sold under a common or usual name.

Fourth: As to cosmetics, it eliminates the requirements of label disclosure of the net weight, measure or numerical count, which is impracticable in the case of soap, for example.

Also Fairer in Administrative Provisions

Senate 580 is a fairer bill to the industries affected, with respect of its administrative and enforcement provisions, for these (among other) reasons:

First: It provides that the food, drug and cosmetic industries shall be represented upon the advisory Committee on Public Health, whereas Senate 5 does not.

Second: It provides that any administrative action shall be subject to court review, whereas Senate 5 limits this review to certain regulations.

Third: It authorizes the Secretary of Agriculture to approve or use any plan of commercial self-regulation which operates to effectuate the Act, whereas Senate 5 limits this authority to self-regulation with respect of advertisements.

Fourth: It defines the administrative procedure for the collection and examination of samples and assures the right of a representative part of the official sample and to be informed of the official method of analysis, etc., whereas Senate 5 does not.

Fifth: It gives the right of an appeal to an impartial administrative board of review from an administrative finding for criminal prosecution based upon a representation of product value or effect which the respondent manufacturer insists is sufficiently supported by reliable evidence, whereas Senate 5 does not.

Sixth: It provides that a refusal of an authorized factory inspection shall be subject to a court order enjoining such refusal, whereas Senate 5 provides that it shall be subject to a court order stopping all interstate commerce by the manufacturer refusing such inspection and notwithstanding the fact that the products he ships in interstate commerce comply with the Act in every respect.

Seventh: It safeguards a brand name from adverse official publicity which is unwarranted, whereas Senate 5 does not.

Eighth: It eliminates the provision prescribing the amount of a minimum fine, whereas Senate 5 does not.

Ninth: It protects the employees of a corporation to the extent of providing that they shall not be liable for the corporation's violation of this Act unless they knowingly did what constitutes such violation, whereas Senate 5 does not.

Tenth: It gives a broad right of application for court review of multiple seizure to prevent its unwarranted use, whereas Senate 5 does not.

Eleventh: It duly qualifies the provision for an administrative proceeding by injunction, whereas Senate 5 does not.

Twelfth: It limits the right of the Secretary of Agriculture to deny importation of a food, drug or cosmetic to cases of adulteration or misbranding, whereas Senate 5 does not.

CHESTERFIELDS ARE MADE FROM FINE TOBACCOS, RIPENED IN GREAT KENTUCKY WAREHOUSES



... much of the fine tobacco in Chesterfields, which satisfies a nation's good taste, is aged to mellow ripeness in the great warehouses in Kentucky. When lighting your Chesterfield, remember that those satisfying puffs of fragrant leaf bring a part of your investment in cigarette enjoyment to Louisville and Kentucky to be paid to salary and wage earners, who re-circulate it as consistent buyers of nationally advertised merchandise. Since the tobacco industry knows no seasons, and flourishes through periods of prosperity or depression, so go Kentucky and Louisville. And your advertising dollars will produce satisfactory volume sales in a market which is continuously responsive because of its ever-moving payroll dollars. Your advertising dollars can sell this splendid market more easily. Concentrate your appropriation where it proportionately produces greater profits. Two newspapers dominate this market.

*when morning dawns upon the Bluegrass. The **COURIER-JOURNAL** is favorite at the breakfast tables.

*and the evening **TIMES** completes the coverage at sundown.

• and the
**LIGGETT & MYERS
TOBACCO COMPANY**

*payrolls help to maintain
prosperity in*
KENTUCKY



Represented Nationally By the Brannan Company
THE COURIER-JOURNAL & THE LOUISVILLE TIMES
give you coverage without competition from dawn to dusk

COLOR

*Full Page and 4 Colors
Available in Detroit
Independently Only Through
The Detroit News*

Detroit is going to be America's champion market in 1935. Production and employment figures substantiate this statement.

That is why COLOR in The Detroit News offers such great opportunities.

The Detroit News provides the only locally edited full-size, four-color section published in Detroit.

The Detroit News' own magazine section specializes in articles of local appeal, written by Detroit News special writers, and fiction by America's most popular authors.

The Detroit News

THE HOME NEWSPAPER

New York

I. A. KLEIN, Inc., 50 E. 42nd St.

Chicago

J. E. LUTZ, 100 No. Michigan

It fu
than 17
half pag

Dom
vertiser

Coup
Detroit
homes c
and has
in the D
age besi

Behind
TH



R

It furnishes four-color, full-size printing at less than 17% above black and white cost. You can buy half pages at only a slightly higher rate.

Dominating positions are assured every color advertiser in The Detroit News magazine section.

gh

Coupled with these advantages is the fact that The Detroit News reaches more of the purchasing power homes of Detroit than any other Detroit newspaper, and has the largest circulation weekdays or Sundays in the Detroit trading area with excellent state coverage besides.



P. I. Advertising Index

Magazine Linage Shows Increase of 13.4 Per Cent Over Year Ago

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

THE index is shown by months, beginning with 1921. The latest figure is for December, 1934, which includes December weeklies and monthlies carrying a January date line. The figure is 73.4, which means 73.4 per cent of the monthly average of 1928-1932 inclusive, the base period.

This is a decrease of 5.8 per cent from the November, 1934, figure of 77.9, and an increase of 13.4 per cent above December, 1933.

Normally, December shows a slight decrease in advertising lineage, but correction has been made for this seasonal variation, so that the drop-off as compared with November reflects a slightly larger decrease than usual.

By referring to the chart, it will be seen that magazine lineage rose from a low of 61.4 in October, 1921, to a high point of 129.6 in May, 1929. It dropped to a low of 51.7 in April in 1933, or 48.3 points below the 1928-32 average. Since the low point, the index has risen to 80.5 in June, 1934, the highest point last year, or 19.5 per cent below normal. Since then, it has fallen off.

How Magazine Index Is Constructed

The Data. The index is based on magazine lineage for the United States as published by PRINTERS' INK, which represents approximately 80 to 85 per cent of total lineage in magazines. This is the series used by the United States Department of Commerce, and pub-

lished from month to month in the Survey of Current Business.

Magazines attributed to any one month include issues of weeklies that appeared during that month, and monthlies that are dated the following month, but which were actually issued during the month to which they are attributed.

Adjustments. The magazine series has been corrected back to and including 1921 by months by deducting the lineage of fifth issues of weeklies in those months when five issues occurred.

Seasonal Correction. The method used was the ratio-to-twelve month moving average. The corrections prior to 1930 are based on the series from 1921 to 1930. From 1930 to date some adjustment had to be made in the seasonal corrections, caused by certain changes in the normal seasonal variation during the depression years. It was found that Decembers (which include "January" monthlies), have been exceptionally low during the depression, and that the spring months have been relatively high, probably due to postponement of advertising plans until too late to catch January issues, and to a tendency to crowd insertions slightly in the spring, to make up for tardiness in getting schedules started.

Base Period. Monthly average for the five years 1928-1932 equals 100. The lineage for any one month is expressed as a percentage of the average lineage for the base period.

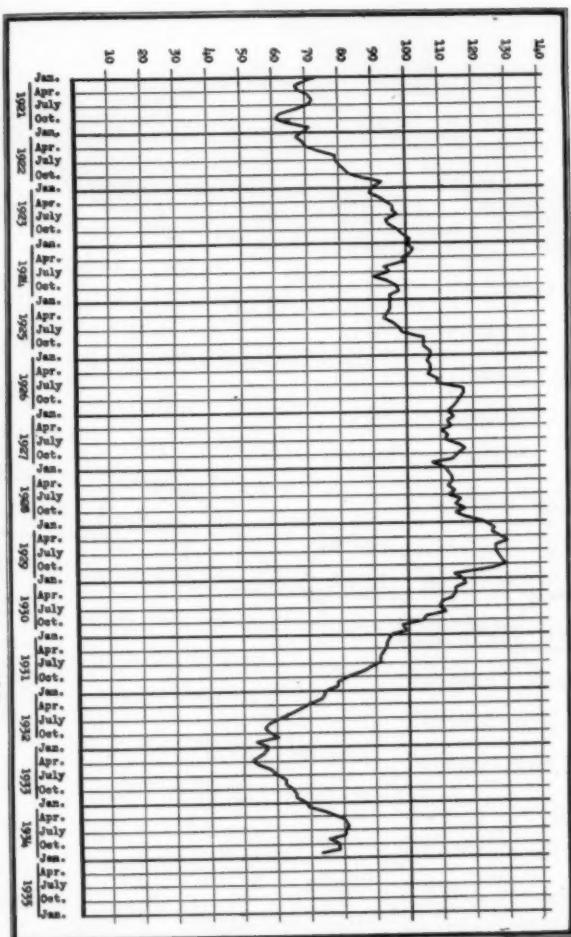
Including January monthlies and December weeklies

1921 1922 1923 1924 1925 1926 1927 1928 1929 1930 1931 1932 1933 1934 1935

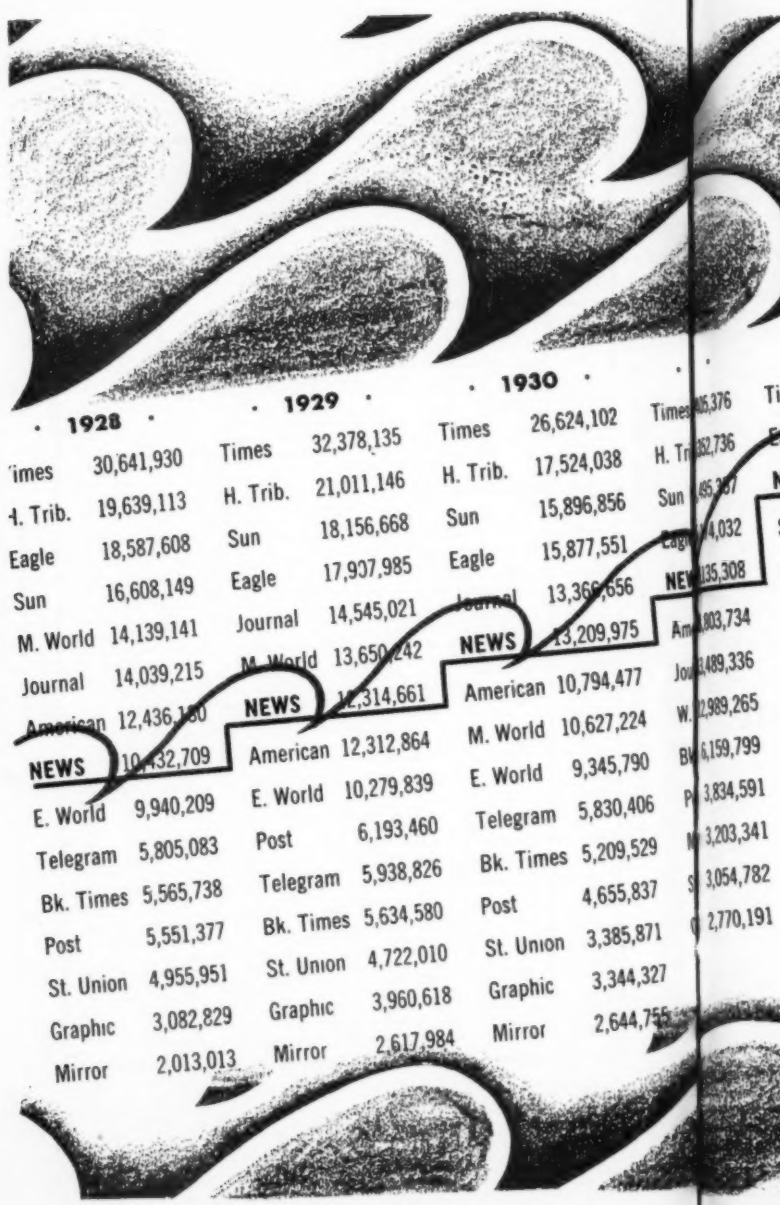
MONTHLY INDEX OF MAGAZINE ADVERTISING

100 = MONTHLY AVERAGE 1925-1932 INCLUSIVE

Corrected For Seasonal Variation



Including January months and December weeklies



1928		1929		1930	
Times	30,641,930	Times	32,378,135	Times	26,624,102
H. Trib.	19,639,113	H. Trib.	21,011,146	H. Trib.	17,524,038
Eagle	18,587,608	Sun	18,156,668	Sun	15,896,856
Sun	16,608,149	Eagle	17,907,985	Eagle	15,877,551
M. World	14,139,141	Journal	14,545,021	Journal	13,366,656
Journal	14,039,215	M. World	13,650,242	NEWS	13,209,975
American	12,436,130	NEWS	12,314,661	American	10,794,477
NEWS	10,432,709	American	12,312,864	M. World	10,627,224
E. World	9,940,209	E. World	10,279,839	E. World	9,345,790
Telegram	5,805,083	Post	6,193,460	Telegram	5,830,406
Bk. Times	5,565,738	Telegram	5,938,826	Bk. Times	5,209,529
Post	5,551,377	Bk. Times	5,634,580	Post	4,655,837
St. Union	4,955,951	St. Union	4,722,010	St. Union	3,385,871
Graphic	3,082,829	Graphic	3,960,618	Graphic	3,344,327
Mirror	2,013,013	Mirror	2,617,984	Mirror	2,644,755

7 YEAR RECORD

NEW YORK

1932-1938

1932

1933

1934

Times 18,126,997	Times 17,299,293	Times 18,378,352
H. Trib. 13,364,122	NEWS 13,914,016	NEWS 15,850,879
Sun 13,279,947	Eagle 13,785,491	Eagle 15,087,205
NEWS 13,165,927	Sun 11,978,003	H. Trib. 12,695,996
H. Trib. 11,863,946	W. Tel. 11,323,761	Sun 12,253,852
American 11,701,013	H. Trib. 11,203,082	W. Tel. 12,083,672
W. Tel. 11,598,449	American 10,735,077	American 11,605,586
Journal 9,697,524	Journal 8,147,719	Journal 8,605,81
Bk. Times 5,440,351	Times U 4,466,837	Times U. 4,710,93
Mirror 2,928,080	Post 2,526,301	Mirror 3,373,71
Post 2,834,155	Mirror 2,386,980	Post 2,671,4
Graphic 1,174,126		
St Union 484,589		

SOURCE: Media Record

THE NEWS

"Doc" Boggs Is Free

NO longer will advertising men who desire to hear "Doc" Boggs discourse on advertising, have to journey to prison to hear his remarks. "Doc" is now a free man, at liberty to visit in person the clientele served by him in the direct-mail business which he developed and conducted from within the prison walls.

"Doc," who was officially registered under the name of Daniel Boggs, was convicted, along with his brother John, in 1925 for the slaying of a policeman. They were sentenced to the Ohio State Penitentiary, life imprisonment staring them in the face. Doc, a young man at the time, turned to self-development and undertook a course in advertising by correspondence.

Proficient in his studies, and because he was a model prisoner, the prison officials permitted him to conduct a business as an advertising counselor, doing business through a Columbus post office box address.

Through this, it is said, he supported his mother and sister. His work won him a reputation and recently the Columbus Advertising Club held one of its meetings in the prison dining room so that members could hear an address by Boggs.

His brother, John, meanwhile had been working industriously in the prison hospital, winning to himself a reputation as an X-ray expert. Both brothers were given their freedom by Governor White in the closing weeks of his administration.

Unusual as the experience of Doc has been, it is not the only case of its kind on record. In 1914 a movement was started to free Louis Victor Eytinge, an Arizona State prisoner, whose work in advertising while in prison won him attention outside. The movement was successful and Eytinge, for years, was active in direct-mail work.

Agencies Win Tax Argument

ILLINOIS advertising agents have been relieved of liability for collection of the State's retail occupational tax on engravings, artwork, printed matter and the like acquired at the instance of their clients. Reversing its previous stand, the tax division of the State's Department of Finance ruled last week that agencies are not subject to the 2 per cent assessment on such purchases, after all.

However, this action by no means exempts advertising, as represented by materials used in the production thereof, from the levy.

In the same breath, the State reiterated its position that producers of such "tangible personal property"—engravers, artists, photographers, mat makers and printers—are liable for the tax.

The exemption of advertising agents follows a hearing which was held on the matter last month. The new ruling takes cognizance of one of the major points stressed by the agencies at that time, namely, that in purchasing such materials an advertising agency acts in behalf of his advertiser client and at no time acquires title to the property.

Appoints George Bogin

George Bogin has been appointed general manager of the R. L. Polk Printing Company, Baltimore. He was formerly vice-president and treasurer of Currier & Bogin, Inc., New York.

Has Radio Account

The Cincinnati office of The Ralph H. Jones Company, advertising agency, has been appointed to handle the advertising of the radio division of the Crosley Radio Corporation, of that city.

An Auto Show That *Was* an Auto Show

Dealers Demonstrate That Its True Purpose Is to Sell

By Arthur H. Little

WELL, they cleaned it up.

Whether as a result of what I wrote about last year's production, or as a result of change in management, this year's Automobile Show in Grand Central Palace contrived to look more like an automobile show than anything I've seen in several years.

Last year I set it down as a fixed opinion that, at an auto show, automobiles are out of place. Dazedly, I had just emerged from what had looked—and felt—like Turkish-Armenian Old Grudge Day at a circus; and in print I told Al Reeves that if his National Automobile Chamber of Commerce really meant to go in for theatricals, with special attention to puppets, then the thing to do was to can the cars. For they served merely to cut off the customers' view of what was going on. Further, they cluttered space. Last year it was a sky-blue brood of sedans and coupes and roadsters that blocked me from *ever* getting near what I am still sure was the platform of a sword swallower.

But this year, all was different. Al Reeves, drafted for the time from the Automobile Chamber of Commerce—which has been transformed into the Automobile Manufacturers Association—was still in charge. But his producers, his sponsors, were not the manufacturers, but the dealers. Specifically, for the Grand Central Palace show, the sponsorship had been taken over by the Automobile Merchants' Association of New York—this in line with this year's policy that shows are to be dealer-staged.

And if New York's exhibition is a criterion of what the dealers can accomplish, then auto-showgoers all over the land are to be blessed with a saner winter.

Further, it seems wholly likely that, having been permitted to examine the models in comparative quiet and under circumstances more conducive to concentration, they will buy more automobiles.

To even a less exacting impresario than the late P. T. Barnum, Grand Central Palace last week was a set-up that you had to get used to. A big-top follower, a dramatic critic, or a space-paid chronicler who "catches" vaudeville would have felt, at first, distinctly away from home.

He'd have noticed a downright dearth of elephants, horses, chariots, high-trapeze performers, and clowns. He'd have missed the peanuts; for, unless it was brought in by some townner, there wasn't a peanut in the place. Remembering last year, he would have missed, also, the magicians, ventriloquists, mind-readers, and smoke-blowers.

He might have searched—as I did, and in vain—for something even so faintly thespian as a puppet. Last year I tried, earnestly, to round out my cultural experience by watching a puppet show all the way through—and was frustrated and all but trampled to death by a tide of customers who were trying to get at a chestful of magic keys.

But finally, left to himself and reconciled to the conviction that here, in truth, was something different, something interesting in its own right, he would have succumbed to his curiosity—as I did—and looked into the matter more deeply.

He would have looked, attentively—as thousands of show-goers did look this year—at the motor cars.

* * *

I have mentioned the absence of

... and so to bed

WE'VE closed the first issue. The editors have made the *last* last change. The inevitable late piece of copy has finally come in. *This Week* is ready to roll.

You can imagine how we feel. Something like an agency with a first-line account right over the transom . . . a manufacturer with a new product which has caught on.

While we're waiting for the pressman to ring the bell and start the paper flashing through the presses, we'd like to thank the advertisers and agencies who have demonstrated their faith in *This Week* and its sponsors. Their copy and reproduction proofs piling up in our safe-cabinet are the best recognition a new publication ever had.

On February 24th, more than four million families will be reading the first issue of *This Week*. But long before that day, these four million families—and millions more—will be conscious of the fact that "this week" is no longer just a piece of the calendar, but the name of a new magazine . . . the magazine newspaper readers have always wanted.

The publishers are completing their advertising plans. All 21 sponsoring newspapers will use their own pages, of course. Most of them will also run campaigns in other

Atlanta, Baltimore, Birmingham, Boston, Buffalo, Chicago, Cincinnati, Cleveland, Dallas, Detroit, Indianapolis,



UNITED NEWSPAPERS **MAGAZINE CORPORATION**
420 LEXINGTON AVE., N. Y.

metropo
Many ar
displays
cards, so

Those
who hav
biggest p

Promo
the edito
start. It a
first issu
to make

Mem
in Am
Hits k
weak
disse d

T
A Po

Memphis, Milwa

CHICAGO: 360 N
DETROIT: GENE

metropolitan papers, in country and suburban papers. Many are using radio, truck posters, 24-sheets, newsstand displays, car cards—not to mention tire covers and bumper cards, sound trucks and window stickers.

Those expert advertising men who have seen the roughs, who have figured up the lineage, tell us this is probably the biggest promotion push ever put behind a new publication.

Promotion like this, backed by the quality and quantity of the editorial content, means reader interest right from the start. It also means a generous bonus of circulation from the first issue. *This Week*, judging by its beginnings, is going to make many a sales manager happier in 1935.

Memo for Sales Managers: Over 4,000,000 circulation concentrated in America's "A" market—the buying states East of the Rockies . . . Hits hard in 21 major sales centers . . . Strong where others are weak . . . Quality colorgravure printing assures effective merchandise display . . . Strong backing for dealers and salesmen . . . Low cost.

THIS WEEK

A Powerful Sales Force in America's "A" Market

Memphis, Milwaukee, Minneapolis, New Orleans, New York, Omaha, Philadelphia, Pittsburgh, St. Louis, Washington



CHICAGO: 360 N. MICHIGAN AVENUE
DETROIT: GENERAL MOTORS BLDG.

SAN FRANCISCO: 111 SUTTER STREET
LOS ANGELES: LINCOLN BUILDING

magicians. Perhaps they were lacking this year because there were fewer mechanical rabbits to pull out of plug hats. With here and there an exception, this year's offerings of automotive merchandise were less spectacular and, by the same token—or so it seemed, at least to me—better designed to appeal to normal, middle-class Americans who buy our cars.

Last year's extremes had pulled in their extremities. For example, Chrysler, which last year "owned" the show with startling streamlining, this year has supplemented the Airflow models with a less jumpy creation called the Airstream.

Independent front wheels still rolled, this year, over bobbing cams and demonstrated front-end flexibility; but the wonderful young man who, armed with a pointer, stood beside the chassis of a Dodge as it slowly revolved on two pivots, proudly proclaimed that "we" had supplanted independent springing with a businesslike contrivance called the "levelator." Gone the caged coils, the young man pointed out, but now come thinner leaf springs, mounted as springs were mounted before the engineers cut the front axles in two; and the purpose of the "levelator" is to cause the front springs to flex, not separately, but together!

A superficial listener might conclude that, until the engineers can get together on that front-end business, Ed Wynn is eminently wise in sticking to his horse.

But, unquestionably, of course, the ultimate product of research and experiment is progress. Here and there, the current stagnates in eddies of designers' mistakes; but the major motion is onward; and this year's cars—as almost anyone was able to determine with very little difficulty at this year's show—are better than last year's. They ride more comfortably, drive more easily, attain—some of them—higher speeds, and operate more economically.

To return to show technique—and that, after all, is the subject of

these notes—I don't want to spread the impression that, as contrasted with last year's conditions, this year's customers were permitted to roam about in a fog of silence.

Admittedly, this was a show. But its sponsors looked upon it, not as a week of entertainment for the public, but as a serious, well-planned effort to sell goods.

Said an executive of the dealers' association:

"Deliberately, we set up car sales as our objective. Heretofore, it has seemed that the manufacturers, while interested, of course, in sales, seemed primarily concerned with registering their cars in the public mind. To them, the show was an opportunity, not so much to sell, as to advertise.

"Hence the stunting, the spectacular showmanship, that in many instances actually seemed to defeat its own purpose. It attracted—yes. But it also distracted—distracted attention from the merits of the products that the dealers would have to sell.

"We were hard-boiled about it. In advance, we decided to rule out monkey business. An exhibitor might go as far as he liked—within reasonable limits, of course—to make his display distinctive and interesting and unique. But his purpose must be to sell. And because this was a dealer's show, sponsored by men whose business aim in life is to sell cars, every exhibitor co-operated wholeheartedly and the show took on those characteristics that you noticed."

* * *

Characteristics they were, indeed, that seemed to unify the whole effort. Although the exhibitors did go distinctive—and interesting and unique—although Packard, introducing the new thousand-dollar line, did stage a talkie, and although Ford set a chassis awheel on a traveling belt and tossed bricks and whatnot into the paths of the tires and invited the customers to sit on the thing and see for themselves how lightly it rode—although ingenuity enjoyed wide opportunity, the dealers' show actually looked as if someone had

vouchsafed ensemble.

Most had the over-all attention. Most panels were—tall, up in black and red striking execution the murder work. I Artist W Not c Palace looked li "Elect the execu sation only slight luminatio light ab that for tapestrie walls w we thoup plays."

I have was not or a de he talk Through his obj prospect and feel move th for a ca

At las that I c dumb. talked to tions—t would li their cr and co they tal talked.

But forms a they se formati

Of a sales let "That c natural. man tal

Usual week I

vouchsafed forethought to the ensemble.

Most noticeably, someone had had the good sense to specify an over-all plan and scheme of decoration. Mostly, the job was done in panels whose effect was aluminum—tall, up-and-down panels, edged in black and touched with orange and red to serve as setting for striking murals. The plan and the execution, including, incidentally, the murals themselves, were the work, I was told, of Decorator-Artist W. L. MacElraevy.

Not only did Grand Central Palace seem better dressed. It looked lighter and brighter.

"Electrically," said my informer, the executive of the dealers' association, "it *was* brighter. But only slightly. Mostly the better illumination was the result of less light absorption; and candlepower that formerly was soaked up by tapestries and hangings and dull walls was permitted to fall where we thought it belonged—on the displays."

* * *

I have indicated that the show was not soundless. When a dealer or a dealer's salesman sells a car, he talks. He talks at length. Through conversation he achieves his objective conveying to the prospect's mind certain thoughts and feelings and impulses that will move the prospect to sign an order for a car.

At last week's show, no salesman that I observed had been stricken dumb. The salesmen talked—talked to anybody who asked questions—talked to anybody who would listen. On the floor, among their cars, they talked plausibly and convincingly. On the floor, they talked as automobile salesmen talked.

But when they mounted platforms and picked up their pointers, they seemed to undergo transformation.

Of an advertisement, or of a sales letter, you hear someone say: "That doesn't sound real. It isn't natural. Can you imagine a salesman talking that way?"

Usually, you can't. But last week I observed something as defi-

nately newsy as the phenomenon of a man biting a dog. I heard salesmen talk as if they were reciting copy—and copy that had been edited by the engineering department.

True enough, the young man who told us about the Dodge "levelator" spoke in the first-person plural. He said that "we" had withdrawn the franchise of independence from Dodge front wheels. But he seemed an exception. And fairly generally, the other pointered and gardenia-ed young gentlemen who spoke from platforms told their hearers that "to prevent pumping and to seal the compression, three rings are used" and that specially hardened gears "are incorporated" and that much lighter clutch springs "are employed."

Lest I seem to carp, let me hasten to add that I've heard manufacturers' salesmen and special representatives and super-representatives talk even more impossibly; and that always I feel moved to say to such a phonograph: "Forget the canned stuff and be yourself."

Next year, perhaps, those who write the young men's speeches will so phrase those vicarious remarks that the young men may speak as they would speak and as they do speak when they're not flowered at all.

* * *

In sum, the dealers have done well. They tackled a difficult task. They set up a purpose. Thinking clearly, they recognized an auto show for what it is—not a medium for "advertising," but an opportunity for selling.

They put on an auto show that *was* an auto show. In their first attempt they established an excellent precedent. Statistically—I'm told—their results will rise as high as last year's.

But even if cold figures refute me, if the resultant sales fall far below last year's sales—and I doubt that they will—then I'll still insist that in their very first attack upon a complex task, the New York dealers, with the help of Al Reeves, have covered themselves with glory.

alert to translate increased sales

ADVERTISERS INVESTED

Comparative Commercial Linage and * Revenue PROGRESSIVE FARMER and Other Southern Farm Papers, Year 1934

	Gain Over		Gain Over	
	Lines	1933	Revenue	1933
Progressive Farmer (At All Edition Rate).....	130,450	57,062	\$572,090	\$245,131
Second Southwide Paper.....	113,298	41,445	\$404,718	\$149,432
PROGRESSIVE FARMER LEAD..	17,152	15,617	\$167,372	\$ 95,699
PROGRESSIVE FARMER TOTAL	2161,995	68,136	\$728,982	\$299,942
Second Southwide Paper.....	113,298	41,445	\$404,718	\$149,432
PROGRESSIVE FARMER LEAD..	48,697	26,691	\$324,264	\$150,510

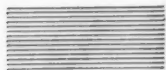
**Progressive Farmer Led All Rural
Monthlies Except One in Commercial
Advertising Gained, 1934 over 1933**

*And Progressive Farmer Leads Its Separate Edition
Contemporaries!*

	Commercial Linage, 1934	Gain Over 1933
Texas Edition	155,414	59,887
Second Texas Paper.....	144,528	43,826
TEXAS EDITION LEAD.....	10,886	16,061
Carolinas-Virginia Edition.....	176,359	75,251
Second Paper in Territory.....	77,995	35,491
CAROLINAS-VIRGINIA LEAD.....	98,364	39,760

* All Color Premiums Included
Average of 5 Editions

(Source: Special Reports of Advertising Record Company)



PROGRESSIVE FARMER

BIRMINGHAM

RALEIGH

250 Park Ave., New York

Edward S. Townsend.

THE SOUTH'S LEADING FARM PAPER

opportunities into increased sales
**\$1,400,000 IN 4 SOUTHERN
 FARM PAPERS DURING 1934**
 —and More in PROGRESSIVE FARMER
 Than in 3 Other Papers Combined!



	Commercial Advertising Revenue Year 1934	Percentage of Four-Paper Total
PROGRESSIVE FARMER.....	\$728,982	52.1%
Second Farm Paper.....	\$404,718	28.9%
Third Farm Paper.....	167,735	12.0%
Fourth Farm Paper.....	97,893	7.0%
Total 3 Other Papers.....	\$670,346	47.9%
GRAND TOTAL	\$1,399,328	100.0%

(Source: Special Reports of Advertising Record Company)

VE FARMER

MEMPHIS

DALLAS

San Francisco Daily News Bldg, Chicago

RM - AND - HOME MAGAZINE

Wisest Buyer of Space

He Put Himself in Seller's Hands and Thus Got Extra Value and Attention

By A. Wineburgh

SOMETIME around 1900, I received a call from Mr. F. Byrne Ivy, advertising manager of the Franco-American Food Company. He was ready to place a contract for advertising in the New York street cars, which I controlled.

When I called on him, ready to make my solicitation and to quote rates, I was rather taken aback by his saying to me: "I have an appropriation amounting to somewhere in the neighborhood of \$15,000, and while I am supposed to do the buying, I feel that you know more about street-car advertising and what is possible to do with this amount of money than I do. So I am putting myself entirely in your hands to get as much for the money as though I were the keenest buyer of advertising space to whom you have ever sold advertising."

This was something new to me, and put me on my mettle. I immediately felt the responsibility to give the Franco-American Company as much for their money as anyone had been able to buy from me for an equal amount. I realized that, without the usual tactics

This is the eighth of a series of autobiographical notes. Others will appear in succeeding issues.

(Copyrighted by A. Wineburgh, 1935)

Shu-Milk Adds Magazines

Walter Janvier, Inc., New York, national sales distributor of Shu-Milk, shoe cleaner, is planning an increased advertising program for that product in 1935. In addition to 100 newspapers and the usual list of business and class publications, national magazines will be added this season. Advertising is handled by W. I. Tracy, Inc., New York.

Bement with "Meat"

Harold Bement has resigned as art director of the Goodwin Corporation and has joined the staff of *Meat*, Chicago.

of the so-called smart buyer, Mr. F. Byrne Ivy proved to be the best buyer of them all.

I have practiced this same policy, and over a period of thirty or forty years of buying space, have only been taken in by the seller in one instance. Totaling up the advantages to me in my purchasing experiences where I followed this policy, against the one which did not turn out so well, I find more than a comfortable credit on the ledger.

It proves conclusively that the majority of men in the advertising business are business men of the highest standing. I think buyers in many instances are responsible for what the sellers will do on account of the way they treat them.

I have known sellers, because of the bad treatment they received at the hands of some buyers, to vow that they would give as little for the money as they possibly could.

Many years later, when Mr. Ivy wished to become active in the selling of advertising, I was glad to have him associate himself with me. I am glad to have this opportunity of saying that with a contact which has now lasted over thirty-five years, I am still an admirer of his methods and am often influenced by his judgment.

New Canadian Products

Turner Brothers, Toronto, are introducing a new line of quality confectionery products, starting with Butter Scotch Toffee, chocolate bars and package chocolates. Merchandising plans are now being formulated for introducing these products to the trade by Norris-Patterson, Ltd., Toronto agency.

Starts Outdoor Campaign

The City National Bank and Trust Company, Chicago, has started an outdoor advertising campaign. Both posters and painted bulletins will be used.

Woman's Leisure Time

What She Does with It and Variety of Her Activities Revealed
by Unusual Survey

By Wadsworth H. Mullen

WITH the shortening of working hours, leisure time has become news. Yet in almost every discussion of the subject one highly important fact is overlooked; namely, that through the aggressive efforts of the inventive American advertiser the women of the United States have been given new leisure hours without Government pressure nor the work of labor organizations.

A calm acceptance of this gift has caused far too little discussion of two important questions: what are women's outside interests? How do they affect the advertiser?

These interests are of importance both directly and indirectly. Directly they affect the advertising of the company selling products to women by helping it to know what to say about the merchandise. Indirectly it may affect copy appeals in many ways. For instance, a cigarette advertiser, in planning his illustrations or his copy appeal, may be influenced by knowing the extent to which women are interested in sport—and what sports get their major attention.

Also it is of importance to the advertiser to know how various age groups react to their new leisure time.

An investigation recently made by *Woman's Home Companion* among more than 3,000 women, in 555 cities and towns (ranging in size from metropolitan centers to villages) scattered from coast to coast throws a strong spotlight on women's leisure hours.

The results of the investigation reveal a group of women whose outside activities, both in their range and intensity, would seem to preclude any thought of their being successful wives and mothers. But an important disclosure of the survey, one which should be kept clearly in mind when interpreting the results, is that the contrary is quite the case.

Three out of four of these women are married; six out of seven are in charge of the housekeeping; four out of five live in a house; and nearly three out of five have children under twenty-one. Furthermore, only one out of ten has a full-time servant, and only two out of ten have part-time servants.


This fact—that these women are actively engaged in home-making while just as actively participating in all the activities which women take up for recreation or self-improvement—is perhaps the result of the investigation most significant to a wide range of advertised products.

Crowded Life Demands Mechanical Servants

To lead this crowded life of home-maker and club woman, mother and home economist, the modern woman must make sure of time and labor-saving equipment of all kinds. She must avail herself of mechanical servants. She needs improved home furnishings and household equipment to save herself physical effort and nervous strain. She necessarily uses modern food products which make the preparation of meals easier and quicker. She and her family must be healthy, and her children well-trained.

Manufacturers of products such as clothing, shoes, hosiery, cosmetics, jewelry and many others find their markets affected by the character of these outside activities. The shoe manufacturer, for example, is interested in learning that the survey reveals hiking to be the second most popular sport with women, and that an eighth of them play golf. But he is equally interested in the fact that nearly three out of four of the women under thirty (the most numerous class) are frequent or occasional dancers.

The cosmetic advertiser knows



NOV.1 Your salesman made the "sale"



JAN.10 Your competitor got the order

Goodsth

Between
product
is a lag
medium

Truly th
views an
prospect
man in y
verted to

Are you
of your
consisten

Let us sh
take your
industrial
why Mc
rant men
rely on
their bus

Here's a
know. V

McGRA

American Ma
Aviation
Bus Transport
Business Weel
Coal Age
Chemical & M
Engineering
Construction

ds that get "sold"

... but never get shipped

Between the time your salesman sells the need for your product and the time the order is actually signed there is a lag of 30 days in small industrial plants, 80 days in medium and large plants.

Truly there's many a slip between your salesman's interviews and the actual order. Many a day when your prospect must be reminded of your sales story. Many a man in your prospect's organization who must be converted to your cause.

Are you throwing all this responsibility on the shoulders of your salesman? Or, are you backing him up with consistent, effective business paper advertising?

Let us show you how the McGraw-Hill publications will take your sales story to the key men in your business and industrial markets *for only 1¢ a call*. Let us show you why McGraw-Hill's advertisers get in to see the important men, why 69 out of every 100 executives questioned rely on business paper advertising for information on their business purchases.

Here's a story every sales-minded executive ought to know. When may we show it to you?

McGRAW-HILL PUBLISHING COMPANY, Inc.

330 West 42nd Street, New York, N. Y.

American Machinist

Aviation

Bus Transportation

Business Week

Coal Age

Chemical & Metallurgical

Engineering

Construction Methods

Electrical Merchandising

Electrical West

Electrical World

Electronics

Engineering and

Mining Journal

Engineering News-Record

Food Industries

Factory Management and

Maintenance

Metal and Mineral Markets

Power

Product Engineering

Radio Retailing

Textile World

Transit Journal

that many of his compacts will be used over the bridge table—three out of five women play bridge—and that countless lipsticks are used up during the thirty-three visits which the average woman makes to the movies each year. Nor can the cosmetic advertiser forget the jars of cold cream, the bottles of sun tan oil, that go to soothe the sunburn of these women, for swimming is their most popular sport. The clothing advertiser finds his market broadened by numerous social contacts. With more than two women out of three belonging to at least one club or society, with nearly three-quarters of them taking part in school or church affairs, or charitable activities, a new dress becomes a social necessity. The woolen goods industry can speak of cold December days to the two women out of five who are football fans, and to the seventeen out of a hundred who are fond of skating.

This investigation should prove most definite of all, however, to the advertisers of that wide range of products and services which are of direct use to women in the pursuit of their spare-time activities. A number of these have already been touched upon. For instance, the maker of playing cards or motion pictures, bathing suits or ice skates, finds for perhaps the first time the size of his audience. The piano manufacturer may measure his market in terms of these facts; that more than half of the women play at least one musical instrument; that 80 per cent of the 2,000 instruments mentioned were pianos; that in seven out of ten homes some member of the family plays a musical instrument.

Makers of garden equipment and nursery-men find that two women out of five are fond of gardening. Spinners of knitting wool, thread and embroidery silk are interested to learn that nearly half of these women have some handicraft interest, such as sewing, knitting or embroidery. Publishers of books and magazines find a broad market, since more than seven women out of ten say that reading is the way they usually spend their evenings; that nearly half of them were reading a book at the time the investigation was made.

The motor-car manufacturer, the railroad and steamship line, the travel bureau, all discover that their products and services closely match the desires of these modern women. The automobile finds its market measured in a physical sense by the fact that seven families out of ten have cars; that nearly three-quarters of the women in car-owning families drive; that more than two women out of five in non-car-owning families can drive. But in broader terms the automobile market can be measured by the replies these women gave when they were asked whether they like motoring: ninety-eight out of a hundred enjoy motoring for short trips; ninety out of a hundred enjoy it for long trips. And the wide market for travel services is revealed by answers to the last question of the survey, which asked these women what they would like to do most, disregarding considerations of time or money. Travel executives may well take comfort in the statistic that more than half of the women who answered this question mentioned travel in some form or other.

D. F. Raihle Advanced

D. F. Raihle, advertising manager of the Hardware Mutual Division of Federal Hardware & Implement Mutuals, Minneapolis, has been assigned the position of general sales and advertising manager in that organization. Ralph F. Wittgraf, of the advertising department, will assume the bulk of the advertising work under the jurisdiction of Mr. Raihle. R. A. Boushor, formerly divisional sales manager, will assume the duties of Eastern department manager in Newark, N. J.

Macklin Resigns Part of Duties

E. H. Macklin, for thirty-five years general manager of the Winnipeg Free Press Co., Ltd., Winnipeg, publisher of the *Free Press* and the *Free Press Prairie Farmer*, and president of the company since 1912, has resigned as general manager. He will continue as president. He will be succeeded as general manager by Victor Sifton. Mr. Sifton is the youngest son of the late Sir Clifford Sifton who purchased the *Free Press* in 1899 and installed Mr. Macklin as general manager.

SCORE

ran)
Bar to b
Canada
come be
repeal y
of Amer
radio. .
tions en
monopol
for fish

Departm
in the U
Code A
pany fil
accordi
and twe
as four

NRA I
ing syst
ing. . .
Druggi
visory
closer c
way wi
of Wor
will sta
Testim
ing to
necessa
spent o
advertis

M. B.
chief o
Multi
Johnso
Comm
intern
tion di
about
Montre
\$536 m

Marke
per ce
econon

I See Where . . .

SCORE so far two food and drug bills (S.5 Copeland and S.580 McCar-ran) introduced, another prepared by James F. Hoge of the New York Bar to be introduced, while Health Practitioners Association is formed in Canada to fight proposed package medicine advertising bill expected to come before Canadian Parliament soon and Maine legislature gets bill to repeal year-old State cosmetic legislation law. . . . January issue *Annals of American Academy of Political and Social Science* devoted wholly to radio. . . . Senator Borah introduces bill (S.579) to require most corporations engaged in interstate commerce to prove themselves not guilty of monopoly or restraint of trade, giving Federal Trade Commission power for fishing expeditions. . . .

Department of Commerce estimates annual purchasing power of negroes in the U. S. at two billions. . . . Daily Newspaper Publishing Business Code Authority asks six-month budget of \$80,000. . . . Butterick Com-pany files petition for re-organization in New York. . . . Cigarette sales, according to Standard Statistics Company, set new high at one-hundred and twenty-five billion with Chesterfield, Camel, Lucky Strike, Old Gold, as four leaders in order named. . . .

NRA Industrial Advisory Board advocates adoption of descriptive label-ing system for canned food products but opposes A.B.C. type of grad-ing. . . . "Price stabilization (in drug field) 92 per cent effective," says *Druggist Circular* giving result of nation-wide survey. . . . National Ad-visory Council of Consumers and Producers designed to bring about closer co-operation, including study of problems of advertising, gets under way with talk by Lee H. Bristol at meeting of New York City Federation of Women's Clubs. . . . Beginning January 1, 1936, Canadian Newspapers will standardize agency commission and cash discount at 15 and 2. . . . Testimony on plan for re-organization of Paramount enterprises, accord-ing to New York *Herald Tribune*, reveals weekly budget of \$700,000 necessary for picture production group of Paramount of which \$400,000 spent on West Coast, \$136,000 for executive salaries and remainder for advertising and publicity. . . .

M. B. Givens new director of industrial studies, and T. J. Kreps new chief of statistics section of NRA Research and Planning Division. . . . Multiple code cost abolished for retailers by N.I.R.B. order. . . . Mead, Johnson & Co. cited for maintenance of re-sale prices by Federal Trade Commission. . . . Bureau of Internal Revenue releases statement giving internal revenue receipts of liquor taxes for calendar year 1934 by collec-tion districts. . . . United Press compilation of farm income shows total about six billion, being one billion over previous year while Bank of Montreal states Canadian farmers will realize from 1934 field crops about \$536 million, some \$113 million over 1933. . . .

Marketing survey reveals national advertisers in Canada will spend 20 per cent more in advertising during 1935 than 1934. . . . R. H. Macy & Co. economist favors loss leaders at price-fixing hearing. . . . National income

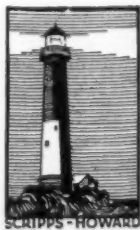


BUFFALO

Fairchild Aerial Surveys, Inc.

WE ARE HAPPY TO SAY THAT THE OTHER BUFFALO NEWSPAPERS
GAINED TOO—PROVING BUFFALO IS A PROFITABLE MARKET RIGHT NOW

MEMBER OF THE UNITED
PRESS...ASSOCIATED
PRESS...AUDIT BUREAU
OF CIRCULATIONS
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



Th



MORE THAN 2,500,000 LINES GAIN

MORE than *two and a half million* lines gain—this is the record achieved by the *Buffalo Times* during 1934.

7,076,965 lines published in 1934

4,499,189 lines published in 1933

2,577,776 lines GAIN

Total Advertising.....	2,577,776 lines gain
Retail	2,149,641 lines gain
National	113,156 lines gain
Automotive	150,122 lines gain
Financial	16,489 lines gain
Classified	148,368 lines gain
Department Store	542,031 lines gain

THE growing circulation of the *TIMES* represents sound Scripps-Howard value and provides powerful coverage in New York State's Second Largest Market.

The Buffalo Times

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS... 230 PARK AVENUE, NEW YORK CITY
CHICAGO . SAN FRANCISCO . LOS ANGELES
DALLAS . DETROIT . PHILADELPHIA . ATLANTA

in 1933, according to Department of Commerce, \$46,800 million compared with \$49,700 million in 1932 and high of \$82,300 million in 1929. . . . New Jersey Governor expected to propose general sales tax, Pennsylvania special committee of legislature considering, North Carolina legislature expected to continue its 3 per cent emergency sales tax, Missouri Governor advocates doubling State's present sales tax, Kansas legislature expected to adopt sales tax, sales taxes suggested in Tennessee, Utah, Wyoming, and North Dakota seriously considering sales tax and Governor of California on record as opposing scheduled drop in California State sales tax. . . .

The value of retail sales of new passenger automobiles increased 6 per cent from October to November, according to the Department of Commerce. . . . Daily average sales of variety stores for 1934 up 9½ per cent in dollar volume over 1933 and 11½ per cent over 1932, according to the Bureau of Foreign and Domestic Commerce. . . . Retail dollar sales up 14.7 per cent in 1934 over 1933 but still 32 per cent under 1929, according to Controllers Congress of the N.R.D.G.A. while Federal Reserve Board states dollar sales in department stores up 13 per cent in 1934 over 1933. . . . Wholesale commodity prices up 1 per cent during first week of 1935 to highest level since January, 1931, according to Bureau of Labor Statistics. . . . *Review of Reviews* index of general business 64.1 per cent of 1919-31 normal. . . . *Business Week* index 61.3 against 69.9 a year ago. . . . R. Douglas Stuart, Vice-President, Quaker Oats Company, elected chairman of the NRA Industrial Advisory Board and W. P. Witherow, President, Steel Products Company, elected vice-chairman. . . . National Retail Code Authority budget for 1935 amounts to \$125,000.

G. M. S.

Heads Chicago Advertising Managers Club

Elon G. Borton, LaSalle Extension University, was elected president of the recently established Advertising Managers Club of Chicago at the first regular election January 14. Mr. Borton served as temporary president of the club during its organizing stage.

Other officers are: vice-president, Joseph M. Kraus, A. Stein & Company; secretary, J. E. Bulger, Chicago Motor Club; treasurer, H. D. Payne, Chicago Molded Products Corporation. Named to represent the group on the directorate of the Chicago Federated Advertising Club were: Edward A. Grossfeld, Alfred Decker & Cohn; Miss Claire B. Samuels, Carson Pirie Scott & Company; and Walter May, Walgreen Company.

Opens Philadelphia Office

Lorenzen & Thompson, Inc., publishers' representative, will open an office in Philadelphia on February 1, located in the Lewis Towers, 15th & Locust Streets. E. W. Appleby and George W. Gibbs will be connected with the new office.

Lorenzen & Thompson are now representing the Charleston, W. Va., *Daily Mail*, Allentown, Pa., *Chronicle & News Item*, and the Nassau, Long Island, *Review & Star*.

E. E. Brodie Enters Agency Field

Edward E. Brodie, who, in 1933, retired as United States Minister to Finland, has been elected vice-president and director of Bowman, Deute, Cummings, Inc., San Francisco advertising agency. He will be in charge of all operations.

Mr. Brodie, publisher of the Oregon City *Enterprise*, is a former president of the National Editorial Association. His diplomatic service also includes his appointment as Minister to Siam, which post he held from 1921 to 1925.

New B. B. D. O. Vice-Presidents

Batten, Barton, Durstine & Osborn, Inc., has elected Stanley P. Irvin, Harold C. McNulty, and Egbert White as vice-presidents. Mr. Irvin is manager of the agency's Buffalo office under Alex F. Osborn. Mr. McNulty is chief art director, and Mr. White a group head in the New York office.

Advanced by WGN

William A. McGuineas has been placed in charge of the New York office of Station WGN, Chicago. He has been with WGN's Chicago sales staff for the last year and prior to that was for six years with the Chicago office of the **PRINTERS' INK** Publications.

Baseball Advertises

Phil Wrigley Invokes for Cubs Same Force That Made Spearmint Famous

MAJOR league baseball tradition is receiving quite a jolt at the hands of a gentleman who has a notion that baseball is a business. He also has an idea that a business needs to advertise to attract customers. Then why not, he asks, advertise baseball?

The gentleman is P. K. Wrigley, owner of the Chicago Cubs. He derived his notion about advertising from some rather concrete experience of the Wm. Wrigley, Jr. Company, of which he happens to be president. And the jolt is in the shape of a planned and consistent advertising program to encourage attendance at the Cubs' ball games.

This campaign marks the first time in the history of the sport that a major league club has set out upon a consistent program of selling the recreational benefits of game attendance. Moreover, the club is starting out to create consumer demand three months in advance of the time when its "product" will be available on the market. Which is to say, three months before the baseball season opens.

The program consists of newspaper advertisements and five papers are being used. There are seven insertions a week, two a week in two morning papers and one a week in each of three evening papers. The campaign will continue on this basis until the beginning of the training season. It is expected, Mr. Wrigley says, to continue advertisements during the regular season and he hopes that eventually the club will be able to use advertising on an every-day schedule.

The advertising stresses the enjoyment and recreation to be gotten from an afternoon at a Cub ball game and sells the baseball idea, with the club itself secondary. Poster type advertisements, two columns by seventy lines, are used

and copy consists of a single brief sentence. For example: "Look ahead to sunshine, recreation, happy hours with the Cubs at Wrigley Field next summer."

"For the present," Mr. Wrigley



The Cubs are advertising three months in advance

tells PRINTERS' INK, "we are running the advertisements on the sports pages. People who turn to the sports sections obviously have an already developed interest in athletic events, and therefore our sales resistance is the smallest among this group. When we get them all sold, we plan to run advertisements in the general news sections to win more customers."

Probably the major reason why baseball clubs have never advertised (aside from sporadic announcement pieces, which as Mr. Wrigley says, "aren't advertising anyway") is the generous publicity accorded them on newspaper sports pages. In view of that, club owners have felt advertising was unnecessary. Mr. Wrigley grants the value of the news stories and is

"Don't you WANT to co



CERTA
Now s
making, n

Moral:
in old-sty
magazine

McCall's.

McCall's

Put you

Beauty, wh

Put you

making, an

Put adv

Fiction &

To mak

favorable t

A
DEPEN
DO

Good and nur
the basis of
Significant in
these adverti

February, 19
288 lines

March, 1934
279 lines

M'CA

How to captivate men?

CERTAINLY she wants to control those curves. **BUT NOT NOW!** Right now she's hanging curtains, *not* thinking of her figure. She's in a home-making, not a romantic, mood.

Moral: Magazine advertisements for style merchandise get only half a chance in old-style magazines opposite editorial matter in a *competing* mood. One magazine has turned this merchandising truth to the advertiser's advantage: McCall's.

McCall's actually is *three* magazines in one:

Put your advertisement for clothes and beauty items in McCall's *Style & Beauty*, where the editorial material matches her mood.

Put your advertisement for foods, drugs, child needs, in McCall's *Home-making*, and the editorial material actually *creates* interest in these things.

Put advertising for travels, cigarettes, pleasure merchandise in McCall's *Fiction & News*, and you show it when the reader is looking for pleasure.

To make your advertisement pay better, to reach 2,500,000 people at a favorable time and place, put your story in McCall's.

ADVERTISERS WHO DEPEND ON DIRECT RESULTS DOUBLE THEIR SPACE IN McCALL'S

Food and nursery advertising is placed solely on the basis of results received in direct orders. Significant is the big increase in linage from these advertisers.

February, 1934	February, 1935	% Increase
288 lines	793 lines	175%
March, 1934	March, 1935	% Increase
279 lines	638 lines	129%

1934 LINAGE LEADERS

During the twelve months of 1934 McCall's led the women's field in advertising linage in four months—Ladies' Home Journal led in four—Woman's Home Companion and Good Housekeeping in two each—Delineator and Pictorial Review in none.*

*Source: Publishers' Information Bureau

2ND PLACE IN LINAGE GAIN OVER 1933

Next to Good Housekeeping, McCall's showed the greatest linage increase for the year 1934 over 1933 of any woman's magazine.



McCall's **STYLE & BEAUTY**

BEAUTY AIDS • COSMETICS • PERFUMES
HOSIERY • UNDERWEAR • CLOTHES

McCall's **HOMEMAKING**

FOOD • DRUGS • ELECTRICAL EQUIPMENT
CHILDREN'S NEEDS • HOUSEFURNISHINGS

McCall's **FICTION & NEWS**

TRAVEL • CIGARETTES • CAMERAS
AUTOMOBILES • BOOKS • INSURANCE

McCALL'S...THREE MAGAZINES IN ONE

glad to get them. In fact the club is at present fixing things up to make sports writers' work more pleasant and easy than ever.

"We haven't built the gum business on publicity, we've built it on advertising," are the words in which Mr. Wrigley disposes of that argument.

Another argument advanced by baseball people against the use of advertising, is that no amount of it will attract crowds to see a losing team, that is, sell an inferior product.

The late William Wrigley, Jr.,

when he was owner of the club, initiated measures to take care of that end of it, and incidentally undertook quite a bit in the way of promotion. He improved the "package" by sprucing up the park and making it a clean, attractive place to go to, and built up feminine attendance by promotion and advertising of ladies' day.

His son, carrying on with the same business angle on baseball, has been taking care of the product part of it, too. He says the Cubs are going to have quite a team this summer.

"Junior Home Magazine" to Change Name

Beginning with its April, 1935, issue, *Junior Home Magazine*, Chicago, will change its name and editorial program. Its name will be *Junior Home for Mothers* and editorial contents will consist entirely of material directed at mothers.

The present Parents' Section of *Junior Home* will form the nucleus for *Junior Home for Mothers*. The material in the present Children's Section will be combined with *Children's Activities*, which was established in December, 1934. No advertising will be carried in *Children's Activities* for the present.

C. J. Kreidler will continue as advertising manager of *Junior Home for Mothers*, with headquarters in New York. James Mason will represent the publication in the Middle West with headquarters in Chicago.

Chicago Direct Mail Club Elects

John Sweet, circulation manager of *Traffic World*, has been elected president of the Direct Mail Club of Chicago. He succeeds Milton Crume, of Butler Brothers. Other new officers are: vice-president, James Mangan, Mills Novelty Company; secretary, John Scott, Dartnell Corporation; and treasurer, Harmon Woodworth, Rand, McNally & Company.

Death of A. C. Mower

Arthur C. Mower, a retired vice-president of the American Tobacco Company, of which he had been advertising director for a number of years, died at Beverly Hills, Calif., January 13, aged fifty-two. Until three years ago he had been the company's representative in London.

Returns to Clarke Agency

Glenn H. Cox has returned to the E. A. Clarke Company, Philadelphia advertising agency, after an absence of two years. In the interim he has been with the Hazleton, Pa., *Anthracite Tri-District News* and Sears, Roebuck & Company.

New Film Medium Soon Under Way

The first showings of "Know New York," a motion picture film which will include advertising of more than 100 New York businesses, will begin in the spring. It will be routed through more than 200 cities.

It is produced by the new firm of Onto New York, Inc., of which Delmar W. Beman is president and Paul Meyer, vice-president and treasurer. Lowell Thomas is director and commentator of the film, Lorenzo del Riccio is production director, and Charles Stuart, script director.

Marketing Services Affiliate

General Marketing Counselors, Inc., and Braun and Company have made an affiliation under which the two companies will offer a national marketing consulting service, the former organization maintaining facilities throughout the East and the latter in the West. Jean F. Carroll, president of General Marketing Counselors, Inc., becomes a vice-president of Braun and Company and T. W. Braun, president of Braun and Company, becomes a vice-president of General Marketing Counselors, Inc.

"New Fun" Starts Publication

New Fun, a new monthly juvenile magazine, is being published by National Allied Publications, Inc., 49 West 45th Street, New York. Malcolm Wheeler-Nicholson is president. Lloyd Jaquet, formerly with the Brooklyn, N. Y., *Daily Eagle*, is editor and H. D. Cushing is advertising manager. The publication is tabloid size.

Balch Heads Faultless Rubber

W. H. Balch, who has been vice-president, is now president of the Faultless Rubber Company, Ashland, Ohio. He succeeds T. W. Miller who has become chairman of the board. S. R. Finley is vice-president; E. David McDaniel, second vice-president.

TH

Editor

A su
compa
with v
should
charac
be fea
as rep
kind o
used b
chicke
tured,

I an
in you
ence t
acters

BEC
suc
vice, c
a trac
inn si
much
ate, th
that s
adver



Curr

club,
re of
tally
way
the
park
active
emi-
and

the
eball,
duct
Cubs
team

New
will
100
the
more

n of
lmar
eyer,
owell
or of
educ-
cript

Inc.,
e an
mpa-
con-
tion
the
Jean
Mar-
vice-
and
of

enile
onal
45th
eler-
uet,
Y.,
ush-
lica-

ice-
ult-
bio.
has
R.
Mc-

Trade Characters

They Can Be Turned into Good Sales Assets if They Are Made to Work Hard and Often

Editor of PRINTERS' INK:

A suggestion has been made to our company by one of the lithographers with whom we do business that we should seriously consider creating a character or a pair of characters to be featured in all our advertising as representative of our name. The kind of character referred to is that used by Old Dutch Cleanser, or the chicken which Bon Ami has featured, or the two Gold Dust Twins.

I am wondering whether you have in your files any articles with reference to the value which such characters impart.

Advertising Manager.

BECAUSE trade characters are such an ancient advertising device, dating back to the time when a trade character or mark on an inn sign was essential because so much of the population was illiterate, the impression is likely to arise that such characters are losing their advertising value. From time to

time there are definite trends away from them and there is no doubt that it is becoming increasingly difficult to create such nationally known people as Phoebe Snow and Sunny Jim were in their hey-day.

However, the advertiser who thinks that the trade character is *passé* is not a very close student of current advertising. Such personages as the Campbell Kids, the Philip Morris Page, Johnnie Walker, the Sunshine Bakers, the Uneda Boy, the Dutch Boy and the Old Dutch Cleanser Girl are very much alive. And occasionally a new and lively character, such as the Kool Penguin, appears on the scene.

The use of trade characters today differs from that of thirty years ago only superficially. It is true probably that we have fewer static characters than in the days when the trade character was looked upon as a trade-mark and often used as such. Today, with few exceptions, whatever particu-



Current advertising shows that trade characters are not dead—the Kool Penguin and the Model Colonel are new but familiar figures

lar bird, beast or human is used to represent the product finds itself pretty busily occupied. The trade character of today is a person of action.

For instance, there is Johnny Morris, the Philip Morris page. He started as an important part of the radio program, appears regularly in the company's advertising, and makes personal appearances at various strategic points. He has co-operated with a leading drug chain by being present on the opening day of a new store. A recent publicity picture even shows him shaking hands with another trade character, the Shefford Chef, who represents Shefford Cheese.

Aunt Jemima, another familiar character whose smiling face has been an important part of Aunt Jemima Pancake Flour packages for years, in current advertising is shown serving her pancakes for breakfast at Colonel Higbee's plantation.

Johnnie Walker, that smiling exile who has recently returned to our shores, is a gay and colorful addition to our advertising pages as he strides lustily through his daily tasks.

Among the newcomers, is the Kool Penguin. Recent advertising

shows him floating on his back smoking a cigarette and being kept above water by a tire tube, carrying a brief case, piloting a boat and playing golf.

Few characters have built quite such a place for themselves as the genial Model Colonel with his walrus mustache. His "Yes, I said 10 cents" is a recognized part of the current advertising picture.

And so it goes with the Campbell Kids reciting or singing their gay little jingles, the Sunshine Bakers busily at work helping give verve to Sunshine Biscuit advertising, the Uneeda Boy doing the same for National Biscuit advertising, and the Dutch Cleanser Girl busily chasing dirt from all parts of the house, to mention some of the better known individuals.

It is obvious from the current examples that the value of a trade character is not to be judged in a vacuum but, rather, on the basis of what the advertiser makes him do. Trade characters are very human in being quite lazy if not made to work, but once put at work they are diligent in their advertising activities.

Their value lies, of course, in their easy rememberability and in that certain vague quality which,

The image displays three distinct vintage advertisements side-by-side. The leftmost ad is for Southern Pancakes, featuring a woman in a kitchen and the headline 'TODAY...HER SECRET IS YOURS for old-time SOUTHERN PANCAKES'. The middle ad is for Philip Morris cigarettes, showing a close-up of a man's face with the text 'CALL FOR PHILIP MORRIS' and 'America's Finest 10¢ Cigarette'. The rightmost ad is for Johnnie Walker whisky, depicting the iconic character Johnnie Walker in a top hat and cane, with the headline 'Served all over the world as THE ONLY LIQUOR THAT'S "LONDONER' BLENDED' and the brand name 'Johnnie Walker' in large script.

Today many trade characters earn their living by taking a definite, active part in the advertising story



27 STRAIGHT YEARS OF LEADERSHIP

1 1934, like the twenty-six years preceding it, was another PLUS year for the Cincinnati Times-Star.

PLUS IN TOTAL DISPLAY ADVERTISING:
8,873,573 lines—a gain of 578,169 lines over 1933. 3,980,176 lines more than were carried by the Cincinnati Post. 1,336,215 lines more than the 7-day Enquirer. Times-Star Classified Advertising also showed a gain of 224,558 lines over 1933.

PLUS IN CITY and SUBURBAN CIRCULATION:
The latest Newspaper Publishers Statement of 150,079 gives the Times-Star the largest city and suburban circulation of any Cincinnati newspaper—a circulation gain of 8,606 over the same period of 1933.

THE ONLY MINUS: A reduction in milline rate to \$1.85*—a plus to you.

* based on total net paid circulation of 162,350

CINCINNATI  TIMES-STAR

Hulbert Taft, President and Editor-in-Chief

NEW YORK: Martin L. Marsh, 80 E. 42nd

CHICAGO: Kellogg M. Patterson, 333 N. Michigan

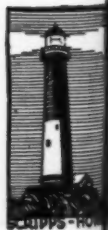
FIRST Pitts

Third in the

IN 1934 AVERAGE



MEMBER OF THE UNITED
PRESS...AUDIT BUREAU
OF CIRCULATIONS
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



ST *in* **Pittsburgh** *the World*

ADVERTISING VOLUME

Authority: Media Records

The Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA

when it oozes from a movie star, is called "it."

Of course, a trade character's work does not mean only appearing in the company's advertising.

Following are some of the other uses to which trade characters can be put:

In window or counter displays.

As special dolls for use not only in windows but even as premiums.

At expositions and trade shows. Frequently advertisers hire people to impersonate trade characters at important meetings.

Salesmen sometimes dress up as trade characters for demonstrations or special sales devices.

Characters are also used as Johnny Morris was to co-operate with retailers on special occasions.

It is obvious that the trade character is far from an antiquated merchandising device. If one is to

be used, however, it is essential that he really be made to work. Otherwise he becomes a lost and forgotten part of the advertising, has no particular value to anybody and is eventually discontinued.

The chief objection to trade characters is that frequently they clutter up advertising without doing any particular good. This is usually the fault of the advertiser who does not know how to use them.

It is necessary that before such a character is created the advertiser be very sure that he has a character with "it" and has laid out ahead of him enough of a definite campaign so that the character will be kept at work. If the character catches on, as Johnny Morris did, the problem will soon become one not of how to put him to work but where to draw the line.

New Appointments by Cluett, Peabody

G. A. Phillips, assistant advertising manager of Cluett, Peabody & Co., Inc., New York, has been promoted to advertising manager. A. O. Buckingham, advertising director, will head up the newly created department of market research in which position he will carry the title of director of advertising and market research.

Managing "New Yorker" Real Estate Advertising

Joseph M. Stevens, who has been with *The New Yorker* for the last nine years and on the advertising staff since 1930, has been appointed manager of real estate advertising for that publication.

New A. N. A. Member

Hiram Walker & Sons, Inc., Detroit, has been elected to membership in the Association of National Advertisers. Carleton Healy will represent the company in the A. N. A.

Bub with Agency

Garry Bub has been appointed radio director of Hansell-Zook, Inc., Philadelphia agency. He previously was managing director of Station WPEN.

Joins Lewis and Magee

William H. Wade has joined the staff of Lewis and Magee, Inc., Springfield, Mass., agency.

H. S. Ward, Secretary, Young & Rubicam

H. S. Ward has been elected secretary of Young & Rubicam, Inc. He has been with the agency eight years, first as a copy writer and at present in the capacity of manager of the copy department. He will continue to serve in the latter capacity under the direction of C. L. Whittier, vice-president in charge of copy.

Hart Advanced by Newport News Papers

J. P. Hart, formerly of the local advertising staff of the Newport News, Va., *Daily Press* and *Times-Herald*, has been made advertising manager, succeeding H. M. Siegrist, resigned. Mr. Hart was formerly with the Richmond, Va., *News Leader*.

Names Chattanooga Agency

The Gordon Drug Company and Templeton's, Inc., jewelry, both of Chattanooga, Tenn., have appointed Advertising Associates, of that city, as advertising counsel.

Gets Shoe Account

Brauer Bros., St. Louis, women's shoes, have placed their advertising with C. P. Clarke, Inc., Nashville, Tenn., agency.

Represents KTUL

Free & Sleining, Inc., has been appointed national representative of Station KTUL, Tulsa, Okla.

Ninety

THE
tiser
\$100,000
the com
the Na
pany ad
ing Sys
penditu

The
spent
represe
cent.

here th
Publish
New Y

The
broadc
networ
for 19
516,298
cent.

The
the gro
more i
the gra

In a
penditu
tisers,
for f
large
mediat
parent
total r
ing ac

It s
the fi
total r
advert
figures
tion an
sent c
All fi
time r
to av
tions t
the a
who c
schedu
Obv
curate
tisers'

Stand
Roy
Chas

Radio Advertising

Ninety-five Companies Spent More Than \$100,000 in 1934 on NBC and CBS Networks

THERE were ninety-five advertisers that spent more than \$100,000 each for advertising over the combined national hook-ups of the National Broadcasting Company and the Columbia Broadcasting System in 1934. Their total expenditure amounted to \$37,815,197.

The same group of advertisers spent \$25,943,396 in 1933. This represents an increase of 45.7 per cent. These figures are presented here through the courtesy of The Publishers' Information Bureau, New York.

The grand total of all advertising broadcast over the two national networks surveyed is \$42,659,461 for 1934 as compared with \$31,516,298 for 1933, a gain of 35 per cent.

The advertisers represented in the group having spent \$100,000 or more in 1934 spent 89 per cent of the grand total for the year.

In addition to presenting the expenditures for ninety-five advertisers, the individual expenditures for fifty separate divisions of large corporations are given immediately under the names of the parent companies. This brings the total number of separate advertising accounts represented to 145.

It should be borne in mind that the figures do not represent the total radio appropriations of these advertisers. Not included in the figures, for instance, are production and talent costs. They represent only expenditures for time. All figures are based on the one-time rate. This was done in order to avoid mathematical complications that would arise in estimating the appropriations of advertisers who change the frequency of their schedules.

Obviously the figures are accurate enough to reflect the advertisers' true expenditures.

	1934	Radio 1933
Standard Brands..	\$1,847,178	\$1,778,250
Royal Gelatin..	191,682	89,289
Chase & San...	794,765	751,133

	1934	Radio 1933
Yeast for Health	\$600,359	\$619,790
Yeast for Bread	260,372	318,038
Pepsodent Co. ..	1,642,153	1,644,324
General Foods ..	1,450,574	1,037,679
Dia. Crya. Salt	13,494	52,926
Food Products..	71,357	179,329
Grape-Nuts ...	376,440	49,665
Jell-O	132,770	51,214
Maxwell House	644,035	571,330
Post Toasties..	(Nothing)	42,587
Postum	(Nothing)	90,628
Log Cabin	59,308	(Nothing)
Certo	71,086	(Nothing)
La. France	82,084	(Nothing)
Colgate-Palm.-Peet	1,333,873	406,279
Sterling Products	1,240,503	882,269
Bayer Co.	341,407	341,714
Centaur Co. ...	282,820	168,213
Phillips, Charles		
H. Chem. Co.	526,276	372,342
Ford Motor Co..	1,191,577	360,000
General Motors ..	1,172,450	953,907
Buick-Pontiac ..	235,244	220,397
Buick-Oldsmobile	120,224	158,347
Cadillac Motor..	65,000	16,560
Chevrolet Motor	342,028	306,357
Fisher Body ..	7,162	4,972
Frigidaire	111,104	94,685
Buick Motor... ..	73,984	152,589
A. C. Spark... ..	150,120	(Nothing)
Motor Cars	67,584	(Nothing)
Liggett & Myers.	1,140,460	653,783
American Home		
Products Co. ...	1,106,548	641,743
Bisodol	188,102	31,499
A. S. Boyle	93,996	38,187
Dr. Lyon's Tooth		
Powder (Watk's)	208,248	167,034
Kolynos	364,946	231,280
Wyeth Chem- ical Co.	251,256	173,743
Procter & Gamble	969,236	92,929
Lady Esther Co..	963,836	544,480
General Mills ...	901,384	796,687
Wasey Products..	813,295	663,170
Barbasol Co. ...	201,882	348,587
Barbasol & Bost	152,816	(Nothing)
Musterole	(Nothing)	71,366
Zemo, Tish, Hal-eya, Kreml..	458,597	223,217
Reynolds Tobacco	687,197	66,094
Gillette Safe, Razor	683,919	(Nothing)
Wrigley, Wm., Jr., Co.,	649,909	557,605
National Dairy (Kraft-Phenix)	614,782	289,400
Bristol-Myers Co.	608,053	146,979
Sun Oil Co.	530,774	463,670
Pillsbury Flour ..	502,727	160,295
Wander Co.	480,451	488,771
Campana Corp. ..	470,185	468,849
Philadelphia Stor- age Battery Co.	446,421	463,695
Borden Co., Inc.	437,780	228,768
Firestone Tire & Rubber Co. ...	415,163	137,062
Armour & Co. ..	403,543	304,794
Armour-Food ..	301,141	279,990
Luxor-Face Powder	102,402	24,804
Miles, Dr. Labo's	399,105	54,588
Cities Service Co.	385,477	382,131

	Radio			Radio	
	1934	1933		1934	1933
Woodbury, John H., Inc.	\$381,939	\$236,973	Molle Co., The..	\$208,684	\$90,384
Davis, R. B. Co.	367,380	199,046	Shell Oil & Shell-East.		
Sinclair Refg Co.	367,326	305,402	Petrol	208,008	86,051
Lehn & Fink ...	353,699	56,658	Shell Oil	132,389	(Nothing)
Hinds, H & A	353,699	56,658	Shell-Eastern		
Ritchie, Harold F.	340,832	329,396	Petrol	75,619	86,051
Metropolitan Life	334,974	442,807	Campbell Soup ..	205,800	(Nothing)
Macfadden Pub. .	324,460	(Nothing)	Gen. Tire & Rub.	203,314	201,366
Liberty	67,817	(Nothing)	Calif. Packing ..	196,143	85,814
True Story	251,467	(Nothing)	Lorillard, P. Co.	192,986	393,317
True Detective..	5,176	(Nothing)	Kellogg Co.	190,015	332,300
Carnation Co. .	324,437	257,957	Johnson, S. C. & Son	182,987	52,026
American Tob. Co.	317,559	697,178	Pet Milk Co.	179,599	26,418
Plough, Inc.	313,850	22,328	Gold Dust Corp.	179,168	120,737
Wheatena Corp..	303,796	233,723	Continental Bak..	178,638	157,121
Real Silk Hosiery Mills, Inc.	300,183	227,293	Fitch, F. W. Co.	176,604	38,488
Texas Co.	292,734	419,811	Continental Oil ..	176,433	85,407
Gulf Refg Co. .	285,353	376,006	Richfield Oil Co.	166,060	269,120
Studebaker Corp.	284,818	71,217	Ralston Purina..	163,573	106,786
Morris, Philip & Co., Ltd.	282,470	161,046	Hecker, H. O.	161,721	89,494
Crazy Water Hotel	282,394	234,127	Heinz, H. J.	161,374	53,069
Premier Mail Sales	273,031	314,621	Grt. A & P Tea	160,552	283,572
Corn Products ...	268,860	337,238	Schlitz Brewing .	151,951	(Nothing)
Hudson Motor ..	268,452	408,906	Larus & Bro	149,800	297,740
Warner, Wm. R. .	262,076	123,620	Jergens, Andrew.	144,154	132,007
Affiliated Products	250,750	252,324	Red Star Yeast & Products	143,149	25,998
Edna Wallace Hopper, Inc..	157,312	37,025	U. S. Tobacco...	142,604	8,246
Jo-Cur	(Nothing)	32,825	Acme White Lead	136,506	75,305
Louis Philippe, Inc.	93,438	182,474	Ward Baking	135,367	(Nothing)
Ex-Lax Mfg. Co.	249,894	194,088	Princess Pat, Ltd.	133,914	21,238
Health Products..	242,014	131,617	Household Finance	133,261	141,733
Swift & Co.	239,301	247,548	Cream of Wheat.	124,822	177,949
General Cigar ...	227,932	162,327	Hoover Co.	120,694	38,949
Beech-Nut Pkg. .	224,478	52,584	Tastyest, Inc.	117,528	65,466
Pac. Coast Borax	223,536	183,511	Lamont, Corliss..	116,930	260,063
Warren, Northam Corp.	221,619	141,109	Pond's Extract ..	28,116	159,240
Cutex	(Nothing)	141,109	Nestle's Chocolate	88,814	100,823
Cutex & Odonoro	221,619	(Nothing)	Tide Water Oil ..	115,441	217,064
Northwest. Yeast.	211,112	206,046	Smith Bros.	114,784	79,063
			Vick Chem. Co.	114,751	80,605
			Hudnut, Richard	111,994	(Nothing)
			Mueller, C. F. Co.	104,924	45,737
			General Baking .	101,148	100,063

* * *

Death of J. V. Roberts

J. V. Roberts, for many years secretary and treasurer of Botsford, Constantine & Gardner, Pacific Coast agency, died recently. Mr. Roberts, whose home was in Portland, was active in Pacific Coast advertising agency circles, being a vice-president and director of the Pacific Association of Advertising Agencies before its absorption by the American Association of Advertising Agencies.

* * *

Appoints Pittsburgh Agency

Ketchum, McLeod and Grove, Pittsburgh agency, has been appointed by the American Gas Association to handle the industrial gas advertising of its Industrial Gas Section. Space will be taken in the national technical business papers.

* * *

Arndt Elects New Director

Morris Duane, of the law firm of Duane, Morris & Hecksher, has been elected a director of John Falkner Arndt & Company, Inc., Philadelphia advertising agency.

Continues Representation

Don Harway will continue to represent *Photoplay Magazine* and *Shadoplay Magazine* on the Pacific Coast. Mr. Harway was connected with the Campbell-Ewald Company in San Francisco for a number of years and has had varied experience in the advertising business. He will make his headquarters in San Francisco.

* * *

New Manager of WGN

Edward Wood, Jr., has been appointed commercial manager of Station WGN, Chicago, effective January 21. He has been in charge of the New York office for the last two years and for three years prior was with WGN and the advertising department of the Chicago *Tribune*.

* * *

Humphrey Adds Sanford Gerard

Sanford Gerard has joined the H. B. Humphrey Company, Boston advertising agency, where he will serve as art director. He has been with several New York agencies in similar capacities.



HAUPTMANN JURY JUDGES YOU, TOO

THE sheriff of Hunterdon County, N. J., drew forty-eight names from a hat. That cross-section of an American communal unit included eight farmers, three laborers, a carpenter, a clothier, two clerks, a student, a nurse, a machinist, a bookkeeper, a lumberman, a merchant, a salesman, a saleslady, two painters, four "retired" and one frankly "unemployed"—plus eighteen housewives with husbands of probably equally miscellaneous stations.

Here is a breath-taking potpourri that Mr. Lorimer could hardly claim to blanket; nor

(OVER)

Miss Lane; nor Mr. Macfadden, yet, each has his or her supporters here.

All kinds of names, tastes and temperaments, appear to make up a murder panel or a merchandising profit...and all kinds of magazines to make up their minds on the guilt or innocence of a life or a label.

An increasing realization of this during the past few years has resulted in a major swing of advertising schedules to include the four magazine "groups" directing their appeal to the younger families in the wage earner classes, which constitute about two-thirds of the urban population.

*One of a Series of Notes Published in
the Interest of a Better Understanding
of the "Group" Field, by*

MACFADDEN WOMEN'S GROUP

"The Original Women's Group"

NE

I HA
yea
Autho
for m
honor.

I m
patrio
'76; a
illusi
Blue
mercia
but th
to be
an egg

As
year,
was
ment
dedica
that
indust
every

Wh
busine
busin
memb
solely
try as
assign

Yo
wome
larly
or the
titles
bers,
to De
of Re
expec
execu
of the

Ne
tices
comp
stance
refra
tices

Yo
illegi
busin
indus

Wh
deeply
termi
inevit

Code Official Confesses

NRA as Medium for Business Reformation Is Flop, Says Anonymous Writer

I HAVE recently completed a year as an official of a Code Authority. Although nominated for re-election, I declined the honor. One year was enough.

I marched into NRA with all the patriotic fervor of the Spirit of '76; and stumbled out sadly disillusioned. I wanted to see the Blue Eagle a symbol of fair commercial practice and social justice; but the blame thing has turned out to be a chicken unable even to lay an egg!

As I look back over the last year, I am convinced that NRA was given an impossible assignment when President Roosevelt dedicated it to the reformation of that "recalcitrant 10 per cent of industry" who are the bad boys of every business.

When NRA asked a group of business men to forget their own businesses and to function, as members of a Code Authority, solely in the interests of the industry as a whole, another impossible assignment was given.

You can't take a group of men and women who have not been particularly successful in the commercial or the professional world, give them titles such as Administration Members, Deputy Administrators, Aides to Deputy Administrators, Members of Research and Planning, etc., and expect them to cope with business executives who know all the tricks of the trade.

Neither can you take trade practices that are essential to certain companies under certain circumstances and get these companies to refrain from indulging in the practices when the occasion arises.

You can't place the stigma of illegitimacy upon time-honored business policies without creating industrial bootleggers.

When the Government dips too deeply into business, red tape, interminable delay and confusion are inevitable. Politics cannot be di-

vorced from NRA any more than it can from most Governmental functions.

In what follows, I am going to confine myself to the fair trade practices of the codes. These trade practices were intended to be Uncle Sam's sop to industry. Said the Government, in effect: "We are going to ask you, Mr. Business Man, to increase wages and reduce hours. That will add to your overhead. However, we'll help you make this up by enabling you to cut out a lot of evil and wasteful business practices that have played hob with your costs."

Well, what happened?

First, in most industries, the "recalcitrant 10 per cent" did not concern themselves much with code making. These mischief makers didn't attend meetings. Many of them did not know what NRA was all about—some of them still don't.

Bad Boys Thrive on Adversity

As the codes were approved these bad actors found that they were figuratively pushed back of the scenes. But adversity is so much red meat to these boys. They thrive on it. They've been brought up on a diet of shoves, pokes and uppercuts. Instead of curling up and quitting, they calmly continued along the primrose path.

Was consignment selling prohibited according to Section 11, Article 17? They promptly informed their customers that they were still consigning. Terms? Here, they said, is a nice assortment of a dozen different ways of giving extra datings without anyone being the wiser.

Extra discounts outlawed? Pooh! We'll be around to see you next week and give you your regular extra in cash.

Have you heard of anyone hailed before court for consignment selling when his code forbade it? Or

Imagine paying \$6.00 a year for a "trade paper." Yet it is a fact that over 12,000 subscribers pay this price and 85% of them regularly renew their Iron Age subscriptions because it is the accepted source of complete information about the metal working field.

And because leaders in the metal working field refuse to do without The Iron Age, thoughtful advertisers who sell this field will not do without it either. You can use this potent selling force.

THE IRON AGE

239 W. 39th St. New York City



for giving an advertising discount when his code ruled against it? Or for accepting returns contrary to a code provision? Or for violating any one of a score of other code provisions?

I haven't. I've heard of a few cases of prosecutions for violating price provisions and in some of the lower courts these cases have been decided against the code violator. But in most of the important Federal courts these price cases have largely been decided against NRA. Moreover, the new management at NRA confesses that price control is *passé*.

Lack of Courts Makes Them Immune

Not one in a thousand who have violated fair trade practice provisions has been so much as warned. What is more, there is every chance that they won't be troubled, because until there is a court on every corner and an army of investigators that would make the A.E.F. seem like a party of Sunday hitch-hikers, they will remain immune from interference.

In our Code Authority, we took court action against a member of the industry for code violation. Our papers were filed last March. The case is coming up for hearing in February. If it is decided—by this court—before next summer I'll be left breathless by the speed. Then, the company will appeal the case. Roosevelt will be running for re-election before this company is told finally it must behave.

Become intimate, if you can, with a department store buyer. Or better still, get real friendly with an executive of a resident buying office. Ask these men—beneficiaries of the bounty distributed by manufacturers in the form of special terms and extra discounts—whether the stream has dried up. If they are honest with you, they will tell you that with the exception of a few industries, and with the exception of perhaps the early months of NRA, they are still doing pretty well, thank you.

Now let us take a peek at the august Code Authority.

Here we have a group of men who are asked to become saints on

ount
it?
rary
lat-
ther

few
ting
the
een
tor.
ed-
ave
RA.
t at
trol

ave
pro-
as
e is
be
s a
my
ake
of
re-
e.
ook
of
ion.
rch.
ing
d—
mer
eed.
the
ing
any

with
bet-
an
of-
ries
nu-
cial
her
hey
tell
f a
ex-
ths
etty

the
men
on



57982

COMPANY

December 18, 1934

The Iron Age \$6⁰⁰
ix and 100
George

ADVERTISING
EXECUTIVES

Will you look over the current issue of The Iron Age? Editorially it's as directly interesting to production, designing and manufacturing executives as to business heads and purchasing agents. If you haven't a copy, we'll gladly send you one—Grosz



earth. From the moment they step into the conference room it is expected that they will drop their business clothes and assume the black robes of justice. No longer is Walter J. Humboldt the president of the Humboldt Gadget Manufacturing Company. The moment the Code Authority sits in conference, his own business is forgotten.

Amazing? Not at all. Because that isn't all. He also forgets that the Lakeville Gadget Company, one of his competitors who has become somewhat annoying lately, has been making inroads due to certain new ideas regarding conditions of sale. Therefore, only a perverted mind could accuse Mr. Humboldt of competitive selfishness when he proposes that the Code Authority amend the code by adding a provision calling for a standard set of conditions of sale. Only an even more perverted mind could level an accusing finger at Mr. Humboldt when it is discovered that the proposed standardized conditions of sale would prevent the Lakeville Gadget Company from continuing its present successful policy.

Code Authorities Are Human Beings

But why be cynical? Code Authority Members are ordinary mortals. They are not concerned with saving the soul of an industry. They're first concern is the preservation of their own businesses or their own jobs. So Mr. Humboldt, Code Authority Member, fights against anything that threatens to remove any competitive advantage from his company and, more subtly perhaps, fights for a provision that may lay low a dangerous rival.

It is natural, therefore, that Code Authority administration has led to tremendous bickering. It is all well to say that what benefits an industry benefits all in it—and vice versa. But often that is not so; when it is true, few business men recognize it. So you have Code Authorities that are swayed too much by personal considerations instead of by industry considerations. You have Code Authorities where those who are on the inside take what

few petty advantages they can grab off, while those on the outside are naturally tempted to consign the code to warmer regions.

Perhaps you will tell me that Code Authority meetings are attended by NRA officials and that such high-handed doings will not be allowed. But I know from observation that many Administration members, honest and sincere as they are, are no match for men who know the business inside out and who are pretty keen business men in addition.

Started with a Crusader's Fervor

That goes for much of the NRA staff. A more conscientious and loyal group of workers was never assembled by Uncle Sam. In the early days particularly, it was inspiring to walk through the Department of Commerce building in Washington. There was a crusading fervor in the air.

But attend an open hearing in Washington, at which, for example, a code amendment is being considered. Or read the transcript of one of these meetings. Hear or read what the members of industry have to say. Study the attempts of the NRA staff to get down to the real meat of the subject. See how they are thwarted, misled. All that is spilled at these meetings is not believed by the NRA officials. But unless they know the industry in question at least as well as those who are testifying, and unless they have had a well-rounded business experience, they are just so many babes in the wood.

I have seen Administration members attempt to find the single kernel of truth and knew that they were foredoomed to failure. I have heard members of the research and planning division and of the consumers division of NRA, not to mention the labor board, attempt to discuss matters at open hearings that only someone who had studied, slaved and sweated at the business for years could possibly comprehend. I have seen NRA investigators walk into an office and out again, knowing no more than when they went in.

But why go on? I understand

that
2,700
num
loc
thes
bein
busi
firm
possi
much
with
on hi
the r
poun

An
outla

I
unfa
Or a
about
on q
good
pract
impe
disag
ence
or ra
\$500,
\$500,
prem
cases
and
tance
meth
the s

Th
that
pelle
that
eithe
listen
will
is tru

Impe
New

The
tion o
ternat
of Lo
offices
Leona
Frank
new
for t
nent

Elsie

Els
office
where
mark
visor
of co

that NRA lists approximately only 2,700 employees on its staff. This number includes workers in the local compliance offices. If all of these employees were capable of being the head of a successful business, or of a successful law firm, their jobs would still be impossible. As it is, they are very much in the position of the man with a pair of boxing gloves tied on his hands who was told to count the number of grains of salt in a pound package.

And now we come to the various outlawed trade practices.

I maintain that there is nothing unfair about advertising allowances. Or about consignment selling. Or about quantity discounts or rebates on quantity. Or premiums. Or free goods. Or a dozen and one other practices at which codes lift their impersonal eyebrows. Some may disagree, but I can't see any difference in spending \$1,000,000 in space or radio advertising or in spending \$500,000 for that purpose and \$500,000 for advertising allowances, premiums, free goods, etc. In both cases, you are buying distribution and consumer demand or acceptance. Some may favor the first method. But who is to say that the second method is forbidden?

There are certain trade practices that companies are practically compelled to adopt. Tell one company that it can't consign, and it will either do it openly, because its existence depends on doing so, or it will do it under cover. The same is true with so many of the prac-

tices that have been condemned by codes. There is nothing wrong or wasteful about these practices except as certain individuals may employ them.

Naturally, when this sort of business policy is ruled out, you promptly rule in a group of industrial bootleggers. This is especially true when the legal backing for the code provision and the enforcement machinery are lamentably weak. Consequently, one finds some perfectly gorgeous provisions in codes governing some of the matters I have mentioned—finds them with ease—and finds with equal ease that the provisions are seldom, more than often, obeyed.

After this indictment of NRA it would be natural to assume that I haven't much faith in its future. To the contrary, I am of the opinion that if it is shorn of its make-believe, if it is stripped of its non-essentials, if it is given the proper legal background and enforcement foreground—under these circumstances it can do for business what the fair trade practices were originally intended to do. It can give business a chance to eliminate some of the wastes and that would be a decidedly worth-while achievement.

But I still believe that the recalcitrant 10 per cent will continue to pester and thrive. Nothing has as yet been devised that will rid us of the criminal element in our business life. If and when NRA reaches its millennium, the recalcitrant 10 per cent will still be with us.



Imperial Broadcasting Has New York Office

The Imperial Broadcasting Corporation of London, a subsidiary of the International Broadcasting Company, Ltd., of London, is a new company which has offices in the RCA Building, New York. Leonard F. Plugge is president and Frank Lamping, vice-president. The new company is selling representative for the stations operated on the continent by IBC.

. . .

Elsie Rushmore Opens Office

Elsie Rushmore has opened her own office at 551 Fifth Avenue, New York, where she will engage in business as marketing research counselor and advisor on the management and analysis of contests.

Marvin A. Lemkuhl Joins Scott-Telander

Marvin A. Lemkuhl, advertising manager of the First Wisconsin National Bank of Milwaukee, has become associated with Scott-Telander, Inc., Milwaukee agency. Robert A. Brown has been advanced to advertising manager. Mr. Lemkuhl, as an agency executive, will continue to be identified with the bank's advertising.

. . .

Kunzmann with Display Guild

Joseph Kunzmann is now with the Display Guild, New York, as sales manager. Most recently he was with the Ketterlinus Lithographic Manufacturing Company at New York. He was, at one time, Eastern manager of the Capper Publications and later was with Lord & Thomas.

Manufacturers' Agents

How to Find Them, Size Up Their Ability or Lack of It, and Handle Them Resultfully

By John H. Frederick

Assistant Professor of Commerce, Wharton School of Finance and Commerce

FOR a number of years many manufacturers, both large and small, in various fields have made use of manufacturers' agents to lower their selling costs and/or to obtain more effective distribution. Within recent years many concerns who have heretofore used salaried salesmen have been forced to turn to the manufacturers' agent, who operates on a straight commission basis, because of the necessity of curtailing sales expenses.

Other firms have found it advisable to use the manufacturers' agent in certain territories where business was not of sufficient volume to support a salaried salesman, but retaining their own men in other territories. The result is that today in most of the non-technical industries, and even in many of the technical industries, at least half of the manufacturers use manufacturers' agents to sell either some or all of their products.

Unfortunately, however, the experience of many manufacturers with such agents or representatives has not been satisfactory, and the experience of a large number of those now turning to this type of sales representation for the first time will be equally discouraging. The reason for this is improper selection of agents in the first place, and improper handling of agents after they have been secured.

The first problem facing the manufacturer who wishes to use the services of manufacturers' agents is to obtain the names of men to approach. Many manufacturers have not, and never will see all their representatives, as agents are usually contacted through correspondence.

Unfortunately there is no general list available of manufacturers' agents classified by the lines they handle, or would be willing to han-

dle, as well as by territories covered. This is probably due to the fact that manufacturers' agents are perhaps one of the most difficult groups to list or classify. They have so often developed from a salesman, who has only one line, taking on another line. The result is that there are so many different kinds and classes of manufacturers' agents that it is next to impossible to classify them.

Business Papers Have Tried to Compile Lists

Several publishers of business papers have attempted to build lists of manufacturers' agents in particular trades with varying degrees of success. Lists of this sort are usually classified according to the territory covered, number of salesmen employed when the agent is more than a one-man organization, classes of trade called on, and lines handled. When these lists are up to date they are valuable, since if an agent handles one or two high-grade lines in the industry he probably has desirable contacts with the trade. Their great defects are that there is no personal sponsorship for the men on the list; the lists themselves may not be up to date; and the best agents may not even appear thereon.

One of the very best methods of obtaining the names of agents, to whom a manufacturer may write concerning his proposition, is through manufacturers of other products, which might be considered as supplementary, but non-competitive, with his, and who sell to the same class of trade. Experience has shown that the best results are usually obtained from manufacturers' agents handling lines which are supplementary, but non-competitive, so that every customer called upon may be a poten-

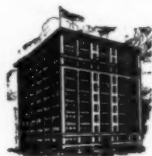
Printing

Catalogues • Publications • General Printing
Direct Mail Advertising

ARTISTS • COPYWRITERS • ENGRAVERS • ELECTROTYPERS
PLANNING • PHOTOGRAPHING

DEPENDABLE PRINTING

Business Methods and Financial Responsibility the Highest. Inquire of Credit Agency, Dun & Bradstreet, Inc., and First National Bank, Chicago, Illinois



A LARGE, EFFICIENT AND
COMPLETELY EQUIPPED
PRINTING PLANT

•
**DAY and NIGHT
OPERATION**

•
**Printing and
Advertising
Counsellors**

OUR SERVICES

TYPESETTING

(Linotype, Monotype and Hand)

PRESSWORK

(The Usual as well as Colors)

BINDING

(The Usual, Machine Gathering,
Covering and Wireless Binding)

MAILING

(This Dept. is equipped to deliver to the post office or customers as fast as printed and bound)

ELECTROTYPING AND ENGRAVING

(Our facilities are up-to-date and can take care of any sized orders)

ADVERTISING SERVICE

(Planning, copywriting, designing, photographing and artwork)

Our Specialties

Catalogues
Booklets
Publications
Trade Papers
Magazines
House
Organs
Price Lists
Pamphlets
Proceedings
Directories
Histories
Books
Broadsides
Folders
Circulars
and
General
Printing

PROPER QUALITY
Because of up-to-date
equipment and best
workmen

QUICK DELIVERY
Because of automatic
machinery. Day and
night service

RIGHT PRICE
Because of superior
facilities and efficient
management

TO OUR PROSPECTIVE CUSTOMERS—Our growing business which comes from all parts of the United States is because of satisfied customers. For your investigation further we will be pleased to furnish the names of well known firms who are our present customers. Consulting with us about your printing problems and asking for estimates does not place you under any obligation.

Secure our proposal on your printing • Large and small orders solicited • Proposals made on all or any part of our services



PRINTING PRODUCTS CORPORATION

Telephone Wabash 3380
All Departments

Established
1886

Polk and La Salle Streets
Chicago, Illinois

EXECUTIVES:

Luther C. Rogers, Chairman
Board Directors
A. R. Schulz, President and
General Manager

J. W. Hutchinson,
Vice Pres. and
Sales Director

H. J. Whitcomb, Vice
President
W. E. Freeland, Secretary
and Treasurer

Plymouth's Answer THE HIGH COST OF SELLING

A Revolutionary new kind of Business
actually cuts Operating Costs up to 50%



America's first Safety Car for

FOR THE FIRST TIME, Plymouth presents a new kind of car designed for economical business use. This Plymouth Business Coupe is simply another body type. It is a car that has been designed expressly for fast operators who expect operating costs to the third decimal.

It embodies many scientific improvements that cost aside tradition. First and foremost, it uses less gasoline and oil. It has a special carburetor with a new "centralizing" manifold. And this new Plymouth's high-compression motor eliminates entirely, with calibrated ignition, any need for using

a high-cost premium gasoline. Directional circulation with new, fully-vinyl-encased tires, cuts oil consumption. It's better... while the life of bearings, rings and other moving parts is positively increased.

Moreover, this safety Plymouth's "Floating Ride" seems actually to absorb bumps. We honestly believe that this Plymouth will be as pleasant to ride as you will find. That this car is a

The Unconquerable President

Having survived the blows dealt it by the codes, the artificial premium industry new records, prepare new defenses.

ADVERTISING... any to the general... through considerable... the New Year... rapid residence... various attack... future to remove... The defense... force men, powerful... most suspected... manufacturing at double the... time. Many a concern kept going... but a year through double the... ultimately given away with other... The great companies... big orders in the field... transportation agencies... have a stake in the... have a stake in the...

PLYMOUTH

BUSINESS WEEK cuts the cost of selling to business. It delivers more executive circulation per advertising dollar than any other publication.

BOTH HOLD THE ATTENTION

CONSEQUENTLY, OUR PROFITS ARE BEING SQUEEZED

OF SALES-MINDED MEN

sell. Its timely, useful editorial columns
are a perfect background for hard
hitting "copy". That's why advertis-
ing in BUSINESS WEEK gets results!

BUSINESS WEEK

The Executives' Business Paper

330 WEST 42ND STREET, NEW YORK, N. Y.

tial buyer of all the lines he handles. Other manufacturers using manufacturers' agents are usually very glad to co-operate with information of this sort, and the chances are that an agent representing an outstanding account is an effective salesman.

Another good method is to write to the outstanding dealers or other buyers of a manufacturer's line of products. These buyers are usually well posted on the best-equipped and best-liked men calling on them in certain lines. Such men are often open to handle additional products. In addition, some jobbers or distributors have good men in their own organizations, whom they would like to promote, but have no opportunity of so doing other than to recommend them to some manufacturers.

Some manufacturers have found that the very best way to contact desirable agents is to answer the advertisements of those seeking lines to handle. One manufacturer told the writer that he had ob-

tained his best men in this way. When an agent is willing to spend his own money in order to make desirable connections it places him in a class by himself. Other manufacturers run advertisements themselves in various trade papers as a means of contacting possible representatives.

Frequently a manufacturer may obtain some good names to contact through asking his present representative to suggest possible men in other territories. This is usually a satisfactory method, because of the possibility of getting rather complete information on the men under consideration. In addition some manufacturers contact desirable agents through their attendance at conventions of national trade bodies such as the National Electrical Wholesalers Association and others.

After names have been secured the next step is usually to contact certain ones through correspondence in order to see whether or not they are interested. The fol-



• THE MAGAZINE ZINE

TEST

A Short Short Story

A quick and authoritative method of impartially checking Esquire's standing with men of means can be easily obtained by asking any newsdealer.

lowing is the general method used by one manufacturing company:

(1) Send a form letter about the company and its products and ask the men addressed if they desire the account. This usually brings a reply to the effect that they are not interested for various reasons, such as the fact that they now have all the lines they can handle, or handle a competing account; or that they are interested. (2) Ask those who have indicated an interest in the proposition to send complete information as to accounts handled, experience, territory covered, number of men employed, etc., etc. (3) After the list of accounts and other references is supplied the prospective agent is checked on the following points:

(a) His ability as a salesman as evidenced by his record of past performances.

(b) His ability to finance himself while covering his territory. (Most manufacturers are very careful to check on a prospective agent's sales ability, but few in-

vestigate his financial ability. Obviously, a man may be an excellent salesman, but if he can not finance a trip through his territory to offer a product for sale, he is worthless as a representative.)

(c) His territory. (The territory should be checked, not so much from the standpoint of its geographic extent, but from the standpoint of how well does the agent cover it and how long has he been in it. Manufacturers' agents are prone to ask for more territory than they can or do cover. The principal reason for so doing being that they want plenty of room for expansion on lines for which a good demand may develop.)

(d) His standing in his territory, particularly with the buyers it is desirable to reach. (A man may be a good salesman, have the money to finance himself, cover his territory frequently and adequately, and yet have such a poor standing with the trade as to make him worthless as a representative.)

(e) The type of buyers called on.

Wirt

FOR MEN

New Over
200,000
Circulation

50c.
per copy

(The question to decide here is does the prospective agent already know the buyers of the product under consideration, or would he have to cultivate a new group and make new contacts. If an agent is already selling closely allied lines he will probably know the proper buyers.)

(f) The lines he is now handling. (It is important to be sure that the agent is not handling a competitive line or product. It is sometimes possible for an agent to sell two lines of the same products provided they are in two different price classes, but this is likely to cause trouble as sooner or later one of the lines gets more attention than the other, depending on which has the least sales resistance. Above all avoid permitting an agent to take on one product in order to prevent him from competing with another which he already is handling.)

(g) The character of the concerns he already represents, as well as the length of time he has handled their products. (A manufacturer should avoid placing his product or line of products in the hands of an agent who does not represent firms of comparable standing in the field. In addition it is well to avoid the agent with a reputation for changing his lines so often that buyers do not care to bother with him.)

The majority of manufacturers seem to make complete arrangements with their agents by mail, although there are others who would not consider placing their line with an agent until they had seen and talked with him. The reason why the business is usually done wholly by mail is that most manufacturers feel the necessity of curtailing expenses.

If the manufacturer does not wish to go to the trouble of contacting desirable agents in the way just discussed, there is another way open to him. He may utilize the services of one of the organizations, operating on a fee or annual retainer basis, specializing in bringing agents into contact with manufacturers, and manufacturers into contact with agents. This method has numerous advantages: (1) The

manufacturer is offered only good agents, whom the organization is willing to sponsor for his consideration. (2) The organization assures the manufacturer that the agents recommended will not only possess ability and the highest integrity, but will have the right type of experience and call on the right trade to fit his products and sales problems. (3) The agents recommended will have been carried through the preliminary stages so that they are ready to make definite arrangements to represent the manufacturer.

In addition to bringing manufacturers into contact with agents these organizations make it a practice to keep in touch with any agents the manufacturer may appoint. Should any of the agents appear to be falling down on the sales job, the organizations check, first, with the manufacturer to see if he is doing all that he should to make it possible for the agent to make a satisfactory sales record; and then with the agent, if the fault appears to lie with him, in an effort to correct the situation. If the agent cannot be straightened out in a reasonable time the organizations locate another agent to cover any particular territory where trouble has arisen. The experience of one of these organizations is significant in that it shows that in about 75 per cent of the cases the fault lies with the manufacturer for the poor showing of his agents.

Proper selection is the first problem facing the manufacturer who uses manufacturers' agents. Proper handling, in order to maintain their interest and co-operation, once they have been secured, is the second. One manufacturer stated the problem in this way: "From my experience I find that the reason why many manufacturers have not had success with agents is that they do not maintain their interest, they either handle them too roughly, or else fail entirely to keep up any sort of relationship with them at all."

As a matter of fact, obtaining the co-operation and holding the interest of manufacturers' agents is not dissimilar from the problem

confronting any sales manager with a salaried organization. The same type of co-operation that makes the one successful will also bring best results with the other. A manufacturer's agent is no different from a salaried salesman except that he gets paid for what he does, not for what he expects to do, and that he has enough confidence in himself and the lines he handles to expend his own money to pay expenses. Such an agent is just as susceptible to encouragement and praise as is a salaried salesman. He likes to consider himself as a vital part of the organizations he represents.

Too many manufacturers regard their agents merely as "excellent bird dogs" who can locate new accounts and get things started. Then if business develops salesmen are sent from the factory to follow up and complete what the agent starts. This attitude is not one which will result in much co-operation from manufacturers' agents. One agent's remark on this subject is particularly effective: "Fortunately most manufacturers are square, but now that sales forces have to be built up many of them look upon their agents as merely 'bird dogs' who should be satisfied with the bones of the bird."

Commissions Should Be Paid Promptly

Manufacturers must be careful to see that agent's commission statements and checks are sent out promptly each month on the day agreed to. Statements should be clear and concise with each separate transaction listed. The rate of commission must, of course, be definitely agreed to by both parties at the start of any relationship. Since manufacturers' agents invariably operate on a straight commission basis, and as they must defray daily travel expenses, to say nothing of their fixed obligations for office rent and keeping their family, it is only natural that receiving commissions is of paramount importance. Nothing annoys an agent more than to have his commissions held back.

All commissions should, wherever possible, be definitely fixed. In

other words, the agent should have a certain commission rate on every item in the line. If a manufacturer is called upon to make a lower price on a particular item, because of competition or for some other reason, he should not expect the agent to take a reduced commission. For example, suppose the maximum commission was 10 per cent on a certain item and the manufacturer felt called upon to reduce his price, he should not be permitted to cut the commission to 5 per cent on such price, as they sometimes try to do, particularly when at no time do they give the agents anything additional on any other items, over the maximum commission that has been fixed by agreement.

Protecting the Agent's Territory

The manufacturer should give his agents complete protection in their respective territories, crediting them with all sales irrespective of their origin. There should be a thorough understanding of the working arrangement between manufacturer and agent so that the agent may be sure that he will receive credit for all orders coming from his territory regardless of whether they are obtained by him personally, or sent direct to the factory. With this understanding the agent has an incentive to go ahead and do the missionary work which is often necessary to introduce a line, knowing that his interests will be cared for.

Of course a manufacturer should supply his agents with a liberal quantity of samples, where they can be used to advantage. If the product is advertised the agent should be supplied with reprints of both direct-mail and publication advertisements so that he may know what is going on. All leads which result from this advertising should be promptly sent to agents for follow-up and they should be convinced of the importance of handling all such leads promptly.

Agents like to receive frequent bulletins on the merits of a product and its various applications. They also like to receive hints as to how business may be secured

"THE

Young
OLD



swings a leg up

MAIN topic of conversation out in the Pacific Northwest these days is the amazing rejuvenation of the ^{Young} ~~Old~~ LADY of Oregon—that rugged pioneer figure The Oregonian—who jauntily stepped forth a recent morning in a stunning new costume. She fairly radiated the spirit of modern youth with shortened, easy-to-read headlines; colorful, broken make-up; banner sports lines; pictures galore, front page and inside; everything in the modern manner, brimming with life and spirit.

In keeping with her youthful appearance, the ^{Young} ~~Old~~ LADY has gone in for new interests. Sports, for instance, intrigue

her in a larger way even than before. She's joined a hunt club, and rides like the very devil; plays golf; shouts with the best of 'em at football games; and flies to Camp Lewis for every polo contest. Never a boxing nor a wrestling match at which she isn't an interested ring-side spectator.

Naturally, the ^{Young} ~~Old~~ LADY's increased interest in sports is reflected in the sports section, which has taken on new bulk and fairly bulges with columns and columns of "spot" sports news; special features; action pictures—a graphic "high light" half-tone of sports the world over, with *extra heat*, of course, on Pacific Coast sports.



To be
head and
LADY has
sports, b
folks of
cheers re
breadth o
"The
they cho
The
crous chil
strut. She
younger.



National
San Fran
In

"OLD LADY OF OREGON"



To be sure, Aunt Caroline shakes her head and solemnly opines that the ~~old~~^{Young} LADY has gone a bit daft on Youth and sports, but do the men and the younger folks of both sexes like it! Their three cheers resound throughout the generous breadth of Oregon and Washington.

"The ~~old~~^{Young} LADY's gone big league!" they chortle.

The ~~old~~^{Young} LADY smiles upon her numerous children and tells 'em to watch her strut. She's going to get younger and younger. Only in her honest basic policy

of service to the public—a policy that has kept her in the forefront of Western newspaperdom for 8 decades—will she remain unchanged.

Meanwhile, alert advertisers are capitalizing the stir that the ~~old~~^{Young} LADY has made out in the Pacific Northwest. They are growing increased sales in this rich market while the ~~old~~^{Young} LADY is growing younger. String along for profits. Make sure The Oregonian is on your media list.

The OREGONIAN

PORTLAND, OREGON

National Representatives: Verree & Conklin, Inc., New York, Chicago, Detroit, San Francisco • National Color Representatives: Associated Newspaper Color, Inc., San Francisco, New York, Chicago, Detroit, Los Angeles

and to know what other agents have done in given cases. In addition, agents should be promptly notified of all price changes, new models, changes in catalog numbers, etc. It is particularly important to notify agents promptly when introducing new products. The agents should be furnished immediately with samples and all the data possible in connection with the new products so that they can be the first to introduce them in their particular territories.

When a territory is turned over to an agent he should be made a party to all matters arising therein. For example, if any customer, or prospective customer, corresponds directly with the factory in the hope that they are going to receive different treatment than if they took the matter up with the local representative, it is an advantage to the

agent to have the home office make it clear to the customer that the agent in that particular territory is definitely responsible for their representation, and that all matters of business pertaining to their line should be handled through him.

The factory, in answering this sort of a letter from customers or prospects, should always send a copy to the agent, thus giving him an opportunity to follow up from his office. Such opportunities for availing himself of all the various points of contact within his territory are always welcomed by agents.

It is often helpful to have a representative from the factory make field trips to work with manufacturers' agents or their salesmen. This type of missionary work is particularly helpful when introducing a new line.



O'Shaughnessy Resigns

James O'Shaughnessy has resigned as vice-president of Outdoor Advertising, Inc., New York, with which he has been associated for three years. He previously was business manager of *Liberty* and, for eleven years was executive secretary of the American Association of Advertising Agencies, of which he was an organizer. He had been conducting his own advertising agency. After leaving the Four A's, he engaged in business as a general counselor in advertising. Mr. O'Shaughnessy will shortly announce plans of a new activity.



Death of R. A. Helm

Robert A. Helm, who had handled real estate advertising for *The New Yorker* for the last six years, died in Rushville, Ind., on January 5, as a result of injuries received in an automobile accident two days previously.



Nestle's to Lord & Thomas

Nestle's Milk Products, Inc., New York, has appointed Lord & Thomas, New York, as its advertising agency. The company's advertised brands are Nestle's Milk, Nestle's Food, Hylac and Lactogen.



Marshall Allen with "Sunset"

Marshall Allen, vice-president of the Charles Daniel Frey Company, Chicago agency, has resigned to join *Sunset Magazine*, San Francisco. He will continue to be located in Chicago.

Plan Three-Year Salmon Campaign

A three-year national advertising campaign costing \$750,000 has been decided upon by the trustees of the Association of Pacific Fisheries. Leaders in the salmon industry have turned their attention to distribution and advertising as a means of meeting the record year production of 850,000 cases. Victor H. Elfendahl, of Seattle, has been named chairman of the advertising committee. The new campaign starts with Lent. The advertising fund will be raised by contributions of 5 cents a case from canners.



Rex W. Wadman Resigns

Rex W. Wadman has resigned as general manager of *Motorship and Diesel Power*, New York, effective February 15. After a short vacation, Mr. Wadman expects to return to New York early in March when he will head up a new publishing organization which will specialize in Diesel publications.



Joins Muench Agency

Virginia Garberson, formerly with the National Live Stock and Meat Board, Chicago, has joined the staff of C. Wendel Muench & Company, advertising agency of that city.



Has Daniel Green Slippers

The Daniel Green Company, Dolgeville, N. Y., felt slippers, has appointed the Boston office of the Richardson, Alley & Richards Company to direct its advertising account.

Mar

A

000

ulation

—the

Tenn

The

ness

State

Kent

Miss

In

two

ness

corp

agen

Farr

main

ville

Th

has

mar

mar

for

is a

sign

sale

thus

elect

Valk

semi

Ho

(1)

(2)

ple o

appli

term

(4)

paig

sales

Th

turer

in-th

prep

the v

prod

rang

man

into

rise,

To

acco

EHR

five

and

TVA Is a Laboratory

**Manufacturers Will Watch Social and Economic Phenomenon
That Has Affected Many Enterprises**

A ROUGH crescent in outline, a crescent that embraces some 42,000 square miles and encloses a population of some 2,000,000 persons—that is the drainage area of the Tennessee River and its tributaries. The area includes most of Tennessee and parts of six adjacent States—Virginia, North Carolina, Kentucky, Georgia, Alabama, and Mississippi.

In the Tennessee Valley operate two New Deal activities—the Tennessee Valley Authority, a Federal corporation, and its subsidiary or agency, the Electric Home and Farm Authority, Inc. The first maintains headquarters in Knoxville, the second in Chattanooga.

The effect of the two activities has been to create a new potential market for merchandise—and a market of unusual characteristics; for the second of the two agencies is a merchandising instrument, designed to promote and finance the sale of household appliances and thus to create consumption of the electric power that the Tennessee Valley Authority aims to disseminate.

Here is the four-step program: (1) to provide cheap electricity; (2) to make available to the people of the area low-priced electrical appliances; (3) to finance the easy-term sale of those appliances; and (4) to conduct an intensive campaign of consumer education and sales promotion.

Thus, to the electrical manufacturer who would enter this market-in-the-making the way is being prepared. In preparation, also, is the way for the manufacturer who produces anything in the wide range of goods that come into demand as new communities come into existence and living standards rise.

To learn what already has been accomplished by the TVA and the EHFA, the McCall Company sent five of its staff members—editors and investigators—into the Ten-

nessee Valley region to interview Federal officials, utility executives, dealers, and home-makers.

The investigators' report is just off the press. This article is a digest.

The TVA project is not without its critics. Opponents of the plan predict that the current rates for electricity—in Tupelo, Miss., rates have been reduced by 60 per cent—cannot be maintained. Yet, remarks the report, "we are faced with a situation where already, in ten counties and thirty-three communities in Mississippi there are approximately 7,500 customers being served by the TVA."

Creating an Integrated Power System

To attain an integrated power system throughout the valley, the TVA has bought some of the facilities of the Mississippi Power Company and has been negotiating for the purchase of some of the distribution systems of two other privately owned utilities—the Alabama Power Company and the Tennessee Public Service Company; and, although the purchase of the latter company was halted by court order, the theory that Federal power and private power can be brought to co-operate seems confirmed by the fact that the Georgia Power Company, operating from Atlanta, not only has reduced its rates in the valley area, but also is working with the Federal agencies in an aggressive effort to merchandise electricity.

Although the region is not rich in over-all, per-capita wealth—and in addition to the 2,000,000 persons who live within it, some 6,000,000 live within the reach of its influence—fewer than one-half of 1 per cent of its people are foreign-born and they dwell in cities of substantial size, in towns, in prosperous farming communities and in backwoods settlements that reflect, fairly accurately, conditions

and problems common to the entire country. Their land holds deposits of iron, phosphate, limestone, coal, zinc, marble, manganese, copper, and bauxite.

To these people and to this region the TVA undertakes to supply cheap electricity; and these are the TVA's current rates: first fifty kilowatthours per month, 3 cents per kwh; next 150 kwh, 2 cents; next 200 kwh, 1 cent; over 400 kwh, 4 cent. Minimum monthly bills: five-ampere meter, 75 cents; fifteen-ampere meter, \$1; fifty-ampere meter, \$1.50.

At these rates, the "average" wired home, consuming fifty-one kilowatthours would pay a monthly bill of \$1.52. Compared another way, if a Tennessee Valley home were to consume \$2.75 worth of electricity—the national average—it would have to use 112 kilowatthours.

And how have the lowered rates affected consumption?

In Tupelo, since last February, domestic consumption has more than doubled. In northern Mississippi the consumption of August, 1934, as against August, 1933, went up 30 per cent. In Athens, Alabama, in June—the first month of TVA power—residential consumption increased 22 per cent over May. In July the increase was 60 per cent over June; and the period of June 18 to July 17, last year, showed an increase of 48 per cent over the same period of 1933.

Lower-Priced Appliances Are Being Sold

In the belief that, to match lower rates, manufacturers would be wise to offer lower-priced appliances, the TVA has persuaded makers of electric refrigerators, water heaters, and ranges to develop special models. Although the list may be longer now, the McCall report sets forth the following makes as having been approved by the Electric Home and Farm Authority:

Refrigerators: Kelvinator, Leonard, Frigidaire, Norge, G-E., Crosley, and Westinghouse; heaters: Monarch, Westinghouse, Rex, L & H, Red Crown, Clark, Hotpoint, Pemco, Electrohot, and Sepco; combination range and refrigera-

tor, G-E.; ranges: Hotpoint, L & H, Universal, Westinghouse, Estate, Demco, Monarch, Standard, and Marion.

Easy-term appliance sales go through the regular stores of dealers or utilities. The EHFA pays the retailer in cash and arranges with the local light and power company to collect the appliance price in instalments, along with the light and power bill. Decisions on credit are local.

Two Bases for Educational and Promotional Work

In its educational and promotional work, the TVA has adopted the slogan, "Electricity for All." The work goes forward in two branches: (1) basic effort to induce the consumer to realize the advantages of electrification; and (2) direct promotional work to increase appliance sales.

For the educational work, the TVA is sending direct mail to a list of some 300,000 names—a list that is to be built up to 500,000. This activity, incidentally, reaches the entire valley and goes into all localities, whether or not the prevailing rates for current have the TVA's approval.

The sales promotion campaign for appliances is to be confined to areas served by TVA power; and the money outlay will be governed by the increased power sales. The campaign will include newspaper advertising of the institutional or co-operative type, dealer helps, appliance displays, demonstrations, radio broadcasts "and all other media of consumer education and cultivation."

Already, in Tupelo and in Chattanooga, localized educational and promotional work, employing merchandising methods that have been found successful in the industry elsewhere, is busily and effectively under way. And as for results—"In Tupelo, appliance sales between May 1 and September 15 amounted to \$65,838.98. When it is recalled that Tupelo has about 1,000 wired homes, this volume of appliance sales is equivalent to about \$65 per wired home, which is a national record."

And finally, for the consideration



This Record Speaks for Itself!

HERE is the actual week-by-week growth in net-paid circulation of *The United States News*, the weekly newsmagazine of national affairs:*

1933	Oct. 14..25,811	March 3..34,128	Aug. 13..40,117
May 20..21,577	" 21..26,009	" 10..34,408	" 20..40,632
" 27..22,085	" 28..26,299	" 17..35,008	" 27..41,462
June 3..22,130	Nov. 4..26,841	" 24..35,651	Sept. 3..42,376
" 10..22,399	" 11..27,185	" 31..36,468	" 10..43,284
" 17..22,480	" 18..27,845	April 7..37,140	" 17..44,308
" 24..22,500	" 25..28,146	" 14..37,658	" 24..45,816
July 1..22,666	Dec. 2..28,479	" 21..37,883	Oct. 1..46,984
" 8..22,968	" 9..28,993	" 28..38,035	" 8..47,887
" 15..22,937	" 16..29,619	May 5..38,731	" 15..48,632
" 22..22,254	" 23..29,933	" 12..38,457	" 22..49,781
" 29..20,824	" 30..30,140	" 19..38,332	" 29..50,885
Aug. 7..22,511		" 26..38,365	Nov. 5..51,186
" 14..24,743	1934	June 2..37,916	" 12..51,779
" 21..23,739	Jan. 6..29,865	" 9..37,661	" 19..52,406
" 28..23,840	" 13..30,253	" 16..38,333	" 26..52,943
Sept. 2..24,056	" 20..31,146	" 23..38,591	Dec. 3..53,145
" 9..24,332	" 27..31,196	" 30..39,245	" 10..53,343
" 16..24,389	Feb. 3..31,880	July 7..39,925	" 17..54,283
" 23..24,799	" 10..32,255	" 14..40,371	" 24..55,293
" 30..25,161	" 17..32,658	" 21..39,945	" 31..55,905
Oct. 7..25,665	" 24..33,131	Aug. 28..39,884	1935
		Jan. 6..39,989	Jan. 7..56,323

*Without canvassers, premiums or pressure of any kind, *The United States News* has grown steadily and consistently since it was established in May, 1933—and is still growing the same way. *The United States News* appeals to alert, thinking people. Once a week, it gives them all the information they want about national affairs, and exactly the way they want it—condensed, clarified, dependable, and organized for quick reading.

The United States News

The Weekly Newsmagazine of National Affairs

NEW YORK OFFICE

247 Park Ave.

CHICAGO OFFICE

180 N. Michigan Avenue

Published at Washington

MAGAZINE PERSPECTIVE WITH NEWSPAPER SPEED!

of the manufacturer who would gauge future possibilities by this 42,000-square-mile laboratory that is the Tennessee Valley, there is the over-night, brand-new town of Norris.

Norris, which is twenty-five miles north of Knoxville and about four miles from the Norris Dam has been built—at a cost of some \$3,500,000—to house the families of construction workmen; but it is planned as a permanent community.

Some 400 homes, costing from \$2,100 to \$5,000 are either completed or in process of construction. Rents for apartments will run as low as \$12 a month, and for homes the scale will be \$14 to \$39.50. All the homes will be wired; and most of them will be equipped with electric ranges, refrigerators, and water heaters. One hundred and fifty of them will be electrically heated.

The TVA will keep accurate records of power consumption and appliance use—this to the end of establishing a yardstick for rates. And to the appliance manufacturer, the town will present an excellent opportunity to learn how the electrified home actually works out as to economy and convenience of operation.

Summing up, the McCall report arrives at six "inescapable" conclusions:

1—Not only in the Tennessee Valley but elsewhere, "the speed

at which the cost of residential electricity is decreasing will be accelerated."

2—Consumers in general—to whom the new, special models already are being offered—will expect low-priced electrical appliances.

3—Consumers in general also will expect easy terms and low financing costs.

4—"The Government is spending vast amounts of money in the Tennessee Valley. Much of these expenditures is going for wages and salaries. Hence, the purchasing power of the valley's inhabitants is rapidly increasing. This condition creates a market, not only for electricity and electrical merchandise, but also for all types of consumer goods."

5—"It is inescapable that we face an era of greater interest in household electrical appliances than ever before. . . . As one appliance manufacturer expressed this condition to a McCall editor: 'The TVA is the grandest piece of promotion that has ever broken for the electrical industry. Imagine the President of the United States standing up and saying that every home in America ought to be completely electrified!'"

6—"Also inescapable is the conclusion that the time for comprehensive, adequate promotion of electrical appliance sales is now."

Has General Plate Account

The General Plate Company, Attleboro, Mass., Truflex thermostatic bimetal and other laminated products, has appointed Sutherland-Abbott, Boston agency to handle its advertising. Business papers and direct mail will be used.

Advertises New Product

The Weyerhaeuser Timber Company, Longview, Wash., has created a new product which it is introducing by advertising. The name of the new product is Pres-to-logs, fireplace logs which burn with vari-colored flames.

Appoints Denver Agency

The advertising account of the Nuckolls Packing Co., Pueblo, Colo., is now being handled by Shaw-Betts, Inc., Denver agency. Newspapers will be used for a spring campaign.

Merges with Vlchek

The E. D. Wolover Advertising Agency, Cleveland, has been consolidated with the Gordon Vlchek Advertising Agency, of that city. Mr. Wolover becomes vice-president of the Vlchek agency.

Represent Tucson Paper

The Tucson, Ariz., *Citizen* has appointed Small, Spencer, Brewer, Inc., as its representative in the East and Middle West. Fenger-Hall, Inc., continues as Pacific Coast representative.

Names Procter & Collier

The Stetson Pants Company, Cincinnati, direct-selling manufacturer, has appointed The Procter & Collier Company, of that city, as advertising counsel. Newspapers and magazines will be used.

What Dealers Want from Salesmen

Editor Interprets Retailer's Needs for Advertisers

By Carl W. Dipman

Editor, *The Progressive Grocer*

WHAT do I, the merchant, want from you, the salesman?

In the first place, I want you to conduct efficiently and rapidly the business at hand, take my order, if I have one to give, see to it that the merchandise is delivered, carry on all relations with your firm and collect, if necessary. That is our primary relationship.

In addition, I expect certain things from you.

I want you to keep me informed on prices, any probable changes. Tell me about the markets—what effect the drought and other considerations are likely to have. I want you to give me the news of the industry, if it is the kind that will interest me.

I want you to take care of me all the way around, for I must depend upon you. If there is any interesting gossip about conditions, competition, trends, new stores, etc., I'll lend you my ear for a moment.

When these essentials are taken care of and you have nothing else to say of interest to me, then I want you to get out—as quickly as you can, for I am a busy man.

But in addition to the above, there are many other things that might interest me.

I cannot talk at length to all salesmen, but if you are the unusual salesman who has an idea now and then or something worth listening to, I'll find time for you.

I am in need of ideas. Have you an idea? Do you really know something worth listening to? Can you help me in my business? If so, I'll listen. But don't give me the usual bromides.

But I want you to remember I am sensitive. I have worked hard to build up this business. I take a pride in it—so does my wife. I

know it isn't right and many things can be improved, but be a bit careful how you criticize me and my business.

First of all, I want to make more money. That's the one thing that interests me. Can you tell me how? Can you give me some real suggestions and ideas? If so, I'll talk with you at length.

But you don't have to talk entirely about my business. I'm even interested in how I can make more money on your products—how in their sale I can be of greater service to my customers.

Maybe you can tell me and my clerks something about how they are made, their health value, whether they have vitamins, special uses my customers can make of them, how we can talk to our customers more intelligently about them.

Explaining a Company's Advertising

Perhaps there is something interesting about your advertising. I listen to yards of advertising talk. Most of it means little. Of course you're doing a good big job—so is everybody else. But maybe you can interpret your advertising in a way so that it means something. Maybe you have a new campaign, a new appeal, or better yet, a suggestion as to how I can tie in. That would interest me.

Now that I stock your product, I'd like to sell more of it. I must say that seldom do I get a constructive merchandising idea from a salesman—so many of them are just nice young fellows trying to get along, but know very little really about how to sell merchandise in a store like mine.

Maybe you can tell me how your

GRIT ADDS NEW BUILDING



Home Office of GRIT, New \$300,000 Mechanical Addition on Right

REASONS:

During 1934—

Average Weekly
Circulation Increased... **16%**

General Publicity
Advertising Increased... **39%**

Average Weekly Circulation
During the Year 1934

483,024

NET PAID

94% Single Copy Sales at 5c

6% Paid in Advance Subs. at \$2

100% CLEAN CIRCULATION

Print Order for January Issues Over 539,000 Copies Each Week



Member
A. B. C.

Oldest National Publication in the Small Town Field
Now Reaching Over 16,000 Small Towns Every Week

GRIT PUBLISHING CO., WILLIAMSPORT, PA.

Eastern Representatives
Guy S. Osborn, Scolaro & Meeker, Inc.
New York

Western Representatives
The John Budd Company
Chicago - St. Louis



Now
**BRUCE
BARTON**

*the author with
millions of reader friends
comes to the*

**NEW YORK
AMERICAN**

every Mon. Wed. and Friday

Bruce Barton is the newest addition to the brilliant group of writers who are helping to make The American New York's most interesting newspaper for its readers and consequently a particularly profitable newspaper for its advertisers.

product should best be displayed. But I want real information. I have learned just enough about display to know it's a real science. I have learned there is a best way to display each particular product. But I handle so many products that I am a bit confused. Should it be sliced, piled this way or that way, jumbled, displayed with some other item, taken out of the package, how much merchandise used, priced singly or in multiples, displays broken, etc. Can you tell me how best to display it so that touch and sight get in their licks?

How best keep and store your product with the minimum deterioration? At what temperature? Should it be kept in cases? Maybe there are gadgets or accessories that help the sale of your product. How, for example, can I keep evaporation at a minimum in my refrigerated display cases? Do you know these things? If so, I'll talk with you.

There are even such remote problems relating to the sale of your product, as the care of the display case. It's a job to keep some products looking well. How can it be done most easily? How can the case be kept clean? I notice some of my competitors have neat celluloid price tickets that look well. Where can I get them? Any little information you can give me along that line I'd like.

**Information about
Saving Labor**

Perhaps there are labor-saving devices that I can use. Maybe there is an easiest way of doing this and that with your product. Can you show me and my employees how? I am very much interested in saving labor.

Every product has promotion stunts to which it responds. What are they in relation to your product? How can I sell more for picnics, parties or for holidays or seasonal events? Can you tell me some interesting sales stunts, possibly a card table set up like a dining-room table, or some other novel stunt. But your stunts must be practical.

How can your product best be

adver
has t
are t
said
ther
catch
what

I
Sales
me a
advan
some
you.
least
get i
can g

**Why
Dese**

Ev
twelv
prefe
the s
the
Besic
verti
your

Ev
ment
your
ated

W
give
factu
we g
incre
10 p
are
tell
prod

(N
Prog
ary,
are i
jects
stunt
form
to c
tisin
form
arra
Cred
Win
play
men
equi

In
have
abou
fide
men

advertised? What kind of copy has the best pulling power? What are the outstanding things to be said about your product? Are there a few simple phrases that catch the consumers' fancy? If so, what are they?

I want you to remember, Mr. Salesman, that if you can interest me and show me that it is to my advantage to co-operate, I have some valuable co-operation to give you. Maybe you can get it. At least everybody else is trying to get it. I can't give it to all, but I can give it to some of you.

Why Does Your Product Deserve Display?

Every week I must select from twelve to twenty-four items to give preferred display on the tables, on the showcases, in the showcases, on the counter and in the windows. Besides, I feature items in my advertising. Why should I include your product? How?

Every week my salespeople can mention a few products—or maybe your product lends itself to associated sales with other products.

We have this co-operation to give to a selected group of manufacturers and distributors. And if we give it to your product, we can increase its sales all the way from 10 per cent to 50 per cent. We are doing it regularly. Can you tell me how to do it with your product?

(Note: A survey by *The Progressive Grocer* made in January, 1934, reveals that merchants are interested in the following subjects in the order named: Sales stunts; Meeting competition; Information on food products; How to collect; Store display; Advertising; Handling perishables; Information on chain stores; Store arrangement; Operating expenses; Credit problems; Success stories; Window displays; Training employees; Meat department management problems; Delivery; Store equipment; Accounting; Lighting.)

In addition to all the above, I still have other problems. I don't talk about them very much. I can confide in only a few friends, and I mention them to only such sales-

GOOD COPY

**An advertise-
ment which offers
service—**

**which is attrac-
tive enough to be
noticed—**

**inviting enough
to be read and
convincing
enough to be
remembered—**

**will benefit
both public and
advertiser.**

**HAWLEY
ADVERTISING
COMPANY
INC.**

**95 Madison Ave.
New York City**

men who I think can really be of help—who understand such problems, whom I can trust.

I don't make enough money. Last year my profit was disappointing. I'm interested in going over my entire business and seeing where the leaks are. I'd like suggestions.

I wonder whether my operating expenses are right, or whether they are too high. Can you really tell me? Can you go over my operating statement with me and tell me how it compares with other merchants in my situation? Can you tell me whether I am paying too much for help or rent or advertising? Or am I paying too little?

I'm interested in making some improvements in my store, but I have said very little to salesmen. I wonder whether any of you have some ideas that will really work out to meet the exact requirements of my situation? What should I buy? What kind of equipment should I have? What kind of an arrangement should I adopt?

I have some slow-pay customers. What can I do about them? Maybe I'm too easy. Can you help me set up my business on a better credit basis? I wouldn't mention this to many people, but the truth is, I need some advice. Can you give it to me?

As a matter of fact I have tucked away in my safe last year's balance sheet. It shows total sales,

expenses, profit and everything. Can you study it and tell me where I am at fault—how I can improve the showing this year? Do you really know what a balance sheet is and how the various factors stand? I'd like to have an expert check this over with me.

If you can help me on these management problems—and only a very few people will get that opportunity—I shall be very grateful. I am eager for some real advice. I have mentioned this to only one other salesman. But the fellow who can give me some help will do me a very great service. And I shall be grateful to him forever.

Obviously the fellow who can give me this kind of service will get a large portion of my business, and I'll push his brands and his products at every opportunity.

And finally, Mr. Salesman, don't forget that in my experience, and it's been confirmed by surveys on the part of New York University and different newspapers, I have found that I can influence 30 per cent of the brands sold in my store. I do influence the brands bought by my customers. I throw my influence one way or the other constantly. I can throw my influence your way. I can increase or decrease the sale of your product in my store depending on how I like you, your firm and what you are able to do for me.

Added Duties for Jackson

A. H. Jackson, in addition to directing the advertising of the New York *Morning Telegraph*, is now also directing the advertising of *Radio Guide* and *Official Detective Stories*. He will make his headquarters at 551 Fifth Avenue, New York.

New Shingle Campaign

A newspaper advertising campaign to promote the use of red cedar shingles is being launched through the R. C. Ostrander Advertising Agency, Portland, Oreg., by six co-operating Portland shingle mills.

Frank Hughes Advanced

Frank Hughes, recently advertising manager of the Telling-Belle Vernon Company, Cleveland, has been appointed Columbus, Ohio, manager of that company.

Midwest Magazine Changes Name

Midwest Golfer and Sports Review is the new name of the *Midwest Golfer and Club Review*, Chicago. Ernest L. Heitkamp, for fourteen years with Chicago newspapers, has been appointed editor, a position he will hold jointly with Joe G. Davis.

Joins Outdoor Agency

Lucille B. Fisk, formerly executive secretary of the American Home Magazine Publishers, and more recently with *Outdoor Life*, has joined the Chicago office of the Outdoor Advertising Agency of America, Inc.

Adds F. A. Clark to Staff

Fred A. Clark, formerly with *Oil Heat*, has joined the selling staff of Domestic Engineering Publications, of Chicago. He will make his headquarters in Philadelphia.

The TOLEDO BLADE

*Has 120% more circulation than
any other Toledo Newspaper.*

CIRCULATION
6 Mos. Ending Sept. 30, 1934

Blade 130,930

2nd Paper 59,208

*The BLADE publishes twice as much
advertising as any other Toledo Newspaper.*

ADVERTISING
12 Mos. Ending Dec. 31, 1934

Blade 8,321,437

2nd Paper 4,261,536

It is no problem to select a Newspaper to sell
The Toledo Market—simply place the BLADE on
your schedule and move on to your next city.

The Family coverage by the Toledo BLADE is one
of the highest in the country.

The BLADE'S circulation of 130,930 net paid is
over 120% larger than that of the other evening
Newspaper.

The Toledo BLADE sells more papers in
Toledo than there are homes, and gives
complete coverage at one cost.

The TOLEDO BLADE

One of America's GREAT Newspapers

PAUL BLOCK and ASSOCIATES
National Advertising Representatives

**NEW YORK
DETROIT**

**CHICAGO
CINCINNATI**

**BOSTON
LOS ANGELES**

**PHILADELPHIA
SAN FRANCISCO**

Capper Liquor Bill

LIQUOR advertising will go out the window if Senator Capper's Bill, S.541, becomes law. The bill would, if enacted and signed, stop the circulation of advertising intended to promote the sale of intoxicating liquor.

Forms of advertising specified in the bill include newspapers, periodicals, news reels, photographic films and records for mechanical reproduction.

However, it appears that, under a strict interpretation of the bill, it would be unlawful to write a postcard home saying that you wish Bill had been along to have one with you.

It is quite apparent that Senator

Capper is out to keep strictly within State boundaries the passing of any kindly word for anything stronger than one-half of 1 per cent.

Liquor advertisements could be neither published nor broadcast. More than that, neither public nor private carriers could carry advertisements, films or records across State lines. You might go to the State line and whisper across to your neighbor that you got a great kick out of your favorite brand, but that would be, it appears, about the limit of tolerance under the bill introduced by the Senator from Kansas who, it is fairly well known, is himself a publisher.



Now Copy Chief, Doolittle Agency

Gordon A. MacLean has been appointed copy chief of Doolittle & Company, Inc., Chicago agency. For eleven years he was sales manager of the Midwest Machine Company. He also was advertising and sales promotion manager of the Clements Manufacturing Company.

. . .

Motorstokor Account to F & S & R

Motorstokor, which has been on the market since 1912, will be actively promoted with advertising beginning this year, the account being handled by the New York office of Fuller & Smith & Ross, Inc. Magazines, newspapers and direct mail will be used to reach the residential, commercial and industrial markets.

. . .

Add E. T. Meredith, Jr., to Staff

E. T. Meredith, Jr., son of the founder of *Successful Farming* and *Better Homes & Gardens*, has joined the sales force of those two publications in the New York office.

. . .

Breth Has Own Business

R. C. Breth has established his own advertising business at Green Bay, Wis. He was for seven years with the Green Bay branch of Freeze-Vogel-Crawford, Inc.

. . .

Appointed by Rankin

Gundell Goldansky has been appointed art director of the Wm. H. Rankin Company, New York.

Corporate Name Changed to That of Product

The Borden Company, Warren, Ohio, has changed its name to Beaver Pipe Tools, Inc. This has been done for two reasons: first, to identify the company name with that of its trade-marked product and, second, to eliminate confusion which has followed mixing up of company mail with that intended for the dairy products company of the same name.

. . .

Chicago Office for Packer

G. E. Hollingsworth has been appointed Chicago representative for the Packer Corporation and Central Outdoor Advertising Company, Inc., which have established a new Chicago office in the Wrigley Building. Mr. Hollingsworth has been with the Packer Corporation in charge of the Jackson and Ann Arbor, Mich., plants for the last five years.

. . .

New Oregon Agency

Blitz & Short is a new advertising agency organized at Portland, Oreg., with offices in the Rothchild Building. Partners are Hal E. Short, formerly with the George McMurphy Agency and the Portland office of Chet Crank, Inc. Mr. Blitz has been in business for himself for some time in Portland.

. . .

Gertrude Byrne Heads "Women"

Gertrude Byrne, Chicago manager of the McKittrick Directory of Advertisers for the last six years, has left to take charge of her own venture, "Women," official publication of the Chicago and Cook County Federation of Women's Organizations.

OVER $1\frac{1}{2}$

of Nation's Crop Gain in South

Here are the final figures for 1934 just released by the U. S. Department of Agriculture:

	1934	Gain	Gain %
12 Southern States.....	\$1,485,895,000	\$337,479,000	29.4
All Other States.....	3,296,731,000	330,882,000	11.2
United States.....	4,782,626,000	668,361,000	16.2

The gain in these twelve Southern Agriculturist States, \$337,479,000, was 50.5 per cent of the gain for the entire United States.

Virginia	\$103,521,000	\$21,020,000
West Virginia	28,766,000	3,165,000
North Carolina	266,449,000	72,059,000
South Carolina	109,780,000	23,471,000
Georgia	161,445,000	32,907,000
Florida	87,474,000	16,856,000
Kentucky	120,356,000	29,406,000
Tennessee	123,527,000	23,395,000
Alabama	142,975,000	43,521,000
Mississippi	141,395,000	41,070,000
Arkansas	108,312,000	10,801,000
Louisiana	91,895,000	19,808,000
Total	\$1,485,895,000	\$337,479,000

NOTE—Texas totals not yet released.

In addition to this great increase in farm income, over \$200,000,000 were paid out in AAA benefits in the South during the year.

You can't get 100% farm coverage in this rich territory if you use every farm paper published, but you can reach 800,000 of the best ones through

SOUTHERN AGRICULTURIST

B. KIRK RANKIN, Publisher

NASHVILLE, TENN.

Books in Brief

WHO Gets the Money? By Walter Rautenstrauch. (Harper & Bros.) This little book, which sells for the modest price of \$1, is one of the most interesting of the last few years' large crop of books concerning today's much befuddled economic scene.

Briefly Dr. Rautenstrauch points out that since 1917 producers have been getting an increasingly smaller proportion of the national income, while overhead workers, as he calls them, have been getting more.

He visions our situation today if producers and overheaders continued to share in the national income as they were sharing in 1917. If this condition had been allowed to continue, he points out that today we would need 12,300,000 more producers, no more overheaders, an increase in the producer's income of 56 per cent over his 1932 level and an increase in the farmer's income of 216 per cent over his 1932 level. This is a challenging book and one that deserves wide reading.

Marketing Industrial Equipment. By Bernard Lester. (McGraw-Hill Book Co., Inc.) At a time when there is so much discussion of the importance of the durable goods industry, this admirably conceived text-book takes on added interest. The book deals specifically with methods of market and product analysis, the principles involved in economic distribution, and the organization and operation of sales department and sales outlets for industrial equipment. For the specialized, but not particularly small group for whom this book is written it should have unusual interest.

Thirteenth Annual of Advertising Art. (Published for the Art Directors Club by the Book Service Company.) These lively, beautiful annual reviews of the Art Directors Show have become an essential part of the library of anyone interested in advertising art. The service of the Art Directors Club to advertising is so well

known it needs no emphasis here: It is ideally reflected each year in the Annual.

Methods of Instalment Selling and Collection. By John T. Bartlett and Charles M. Reed. (Harper & Bros.) An outstanding authority in the field of instalment selling reports that this book is the best and most practical discussion of the subject yet published. "It is free from bunk and theory," he says. "It does an excellent job in covering the subject thoroughly and will be of great practical use to many working in the field of instalment selling." He backed his report by buying a half dozen copies for use in his own company.

Colour in Advertising. By Joseph Binder. (The Studio Publications, Inc.) An admirable study of color from England. The author explains his ideas in a nineteen-page essay and then, by the use of tipped-in examples of outstanding foreign advertisements, illustrate some of color's best uses.

Retail Selling and the New Order. By Kenneth Collins. (Greenberg: Publisher.) As always, Mr. Collins writes in a vivid, pungent manner with the appearance, at least, of utter frankness. The result is a book which, although it deals with retail selling, should be of interest to national advertisers and advertising agency men. His two chapters, "Everyone Wastes Advertising Money" and "Everyone Can Help Save Advertising Money" are particularly valuable.

Dictionary of American Slang. By Maurice H. Weseen. (Thomas Y. Crowell Co.) Professor Weseen has done an unusual job in trying to make a more or less definitive dictionary of slang. Some of his slang phrases are obviously out of date and others are apparently localized in their use. This is particularly noticeable in the section on college slang. His dictionary should be an interesting and suggestive desk book for copy writers.

JOHN B. WOODWARD, INC.

Announces *the* Opening

of a

KANSAS CITY OFFICE

Mr. Joseph J. Farrell, Mgr.



JOHN B. WOODWARD, Inc.

Newspaper Representatives

110 East 42nd Street, New York

New Center Building, Detroit

400 North Michigan Avenue, Chicago

Interstate Building, Kansas City

Russ Building, San Francisco

While no one expects them to write in slang, there should be a certain amount of stimulation in reading the more picturesque usages of American language.

The Home Book of Quotations. By Burton Stevenson. (Dodd, Mead & Co.) Here is a book that deserves the adjective "monumental." From every point of view, that of the number of quotations, their classification, their choice—this is a standard book, an essential part of any decent reference library. It is difficult indeed to consider it without superlatives. One of its most valuable features is that Mr. Stevenson has not hesitated to dip into the pages of modern writers so that Ring Lardner and Dorothy Parker are represented along with Shakespeare and Plato.

Skin Deep. By M. C. Phillips. (Consumers' Research, Inc.) This book is obviously intended to be the "100,000,000 Guinea Pigs" of the cosmetic field. Sponsored by Consumers' Research, based largely on CR findings, it blasts away right and left in its demonstration of what deep-eyed villains the cosmetic manufacturers are, with plenty of references to the stupidity, crookedness and all-around badness of advertising and publications.

It is easy enough for the cosmetic manufacturer to try to laugh off such a book as this or to wrap himself in a cloak of wounded pride, but as time proved with "100,000,000 Guinea Pigs" such books have a way of not letting themselves be laughed off. Whether people in advertising like it or not "100,000,000 Guinea Pigs" has had a noticeable influence in building sentiment against advertising among a considerable number of the public.

"Skin Deep" is by no means so able a book. To be sure, outside of the field of patent medicines, there is probably no industry which is so vulnerable to attack as the cosmetic industry. This is said with full knowledge that the majority of cosmetic advertisers are honest in intent and make excellent prod-

ucts. But, as every honest cosmetic manufacturer knows, there are crooks and fakers in this field which lends itself beautifully to the activities of such gentry. A close study of "Skin Deep" demonstrates that the burden of the attack is centered upon a comparatively few manufacturers. The others are damned by indirection or at most accused of making products that are not so pure as they might be.

To date "Skin Deep" has made by no means the same kind of splash as "100,000,000 Guinea Pigs." It is a book, however, which should be watched. It has all the merits and all the failings of "100,000,000 Guinea Pigs" which means that many of its condemnations are far too sweeping, that some of its data are open to several interpretations and that, as is usual with anything emanating from Consumers' Research, a logical analysis of the charges makes them a lot less imposing than they seem when first read. However, cosmetic manufacturers must not forget that one of the charms of the CR staff is their ability and skill of making a minor charge sound like a major condemnation.

You Can Do Anything! By James Mangan. (Dartnell Corp.) Here is the inspirational book par excellence. Mr. Mangan possesses a trenchant pen, has the gift of putting a lot of thought into a few words and the rare ability of writing truly inspirational material that does not sound like the sermons of a second-rate evangelist. Some readers won't like this book. Others will be enthusiastic about it. It is recommended, however, as one of the best of its *genre*, a book that properly used will give a lift to many a drooping heart and a new set of determination to many a sagging chin.

Processes of Graphic Reproduction in Printing. By Harold Curwen. (Oxford University Press.) Although an excellent technical discussion of printing and reproduction processes, this English book is inferior to books which have been accepted as standard in the United

How to market industrial equipment with greater efficiency and lower costs

Here is the first book bringing together in related form analyses of problems fundamental to this field. For the man concerned over dwindling capital goods market, mounting sales costs, distribution difficulties, ineffectual sales efforts—this book presents guiding policies and a complete program of tested procedure that will help to overcome these conditions.

Just published

MARKETING INDUSTRIAL EQUIPMENT

by BERNARD LESTER

Assistant Industrial Sales Manager,
Westinghouse Elec. & Mfg. Co.

307 pages, 6 x 9, \$3.50

NEW in approach. Applies to the problems of marketing industrial equipment the same type of analytical effort that has improved production in recent years. Describes and diagrams the logical sequence of thought and action in analyzing the product to be sold, the market to be met, and the methods and organization required in distribution. Timely—deals with expanding markets for industrial equipment—demonstrates the merchandising approach through solution of the customer's problems. Plain, comprehensible style. Based on long experience in this field. A real guide to better results and lower costs.



Concerning

**Firth's
TESTING**

ADVERTISEMENTS

"The first really authoritative and fair summing up of the subject that has appeared between book covers."

—*Printers' Ink.*

"So well has he examined and appraised all existing systems of copy testing that the book really presents a historical outline of past developments in this field."

—*Printed Salesmanship.*

\$2.50

SEND THIS MCGRAW-HILL ON-APPROVAL COUPON

McGraw-Hill Book Co., Inc., 330 W. 42nd St., N. Y. C.

Send me the books checked below for 10 days' examination on approval. In 10 days I will pay for them, plus few cents postage, or return them postpaid. (We pay postage on orders accompanied by remittance.)

- ☐ Lester—Marketing Industrial Equipment, \$3.50
☐ Firth—Testing Advertisements, \$2.50

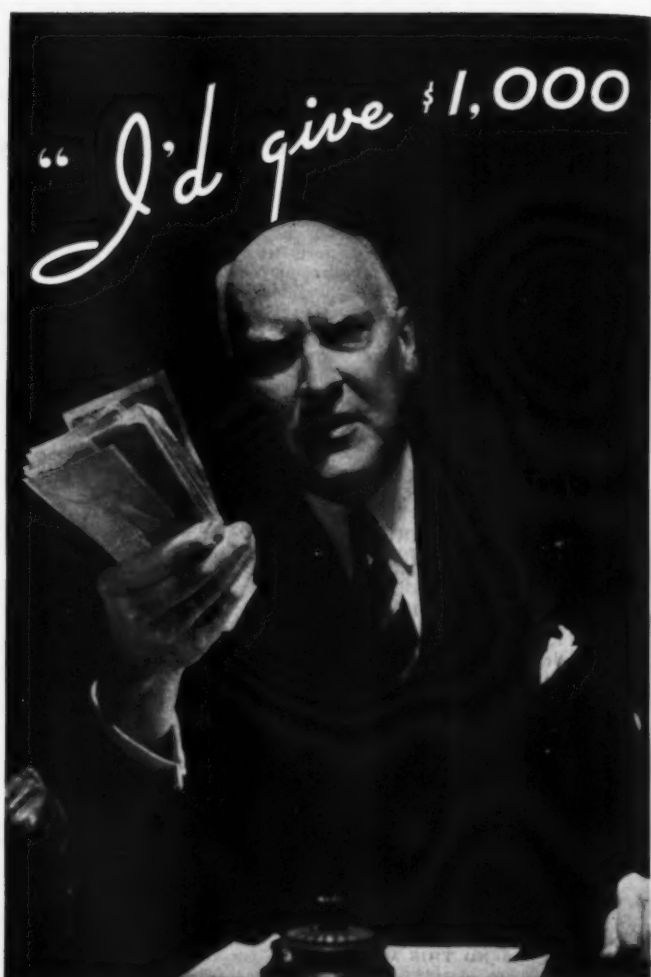
Name.....

Address..... Position.....

City and State..... Company.....

(Books sent on approval in U. S. and Canada only.)

PI-1-17-35



PHOTOGRAPHIC ILLUSTRATION BY LAZARNICK

The more

P.I.

***PRINTERS' INK**

for

the

WEEK

for a good idea!"

**Smart executives know
there's a real cash value
in the high**

I.Q.

A high I.Q. (*Idea Quotient*) means a more-than-average number of ideas produced per hour of work.

Successful top executives may not hand out spot cash for ideas, but they *will* put a premium on the lieutenant who has a high I.Q. A staff capable of *idea production* is always an asset. In times like these, it comes close to being a necessity.

Dissect this issue of Printers' Ink—not for its news—but for its value in stimulating original thought, original planning. We think you'll agree with our reiteration that . . .

the higher the **I.Q.**

WEEKLY . . . PRINTERS' INK MONTHLY

States. Even so, it is worth the study of those who are interested in clear, simple discussions of reproductive processes.

America's Young Men. Edited by Durward Howes. (Richard Blank Publishing Co.) This book attempts to do for the men under forty what "Who's Who in America" does in its larger field. It is an excellent reference work, carefully compiled and therefore recommended.

Getting Ahead in Advertising & Selling. By S. Roland Hall. (McGraw-Hill Book Co., Inc.) The sub-title "A Book of Earnest Counsel to Ambitious Men and Women Who Are Attracted to the Field of Promotional Work or Who, Being in It, Are Eager to Climb Higher" well describes the contents.

Industrial Design and the Future. By Geoffrey Holme. (The Studio Publications, Inc.) This, another English publication, is based on a world-wide inquiry among leading producers, distributors, advertising

agencies, designers and teachers of industrial design as to the problems they have encountered and their suggestions for improvement. As such it is an excellent summary of the field of industrial design today, remarkably free from the theories and over-emphasis on aestheticism so common with books on design. While it is not to be classed with such an important book as Lewis Mumford's "Technics and Civilization," in its limited field it is an excellent discussion of the problems created by industrial design.

Modern Publicity. Edited by F. A. Mercer and W. Gaunt. (The Studio Publications, Inc.) This is the eleventh consecutive issue of this well-known advertising annual. It is of particular value to an American audience because it gives it the opportunity at least once a year to get a bird's-eye view of art in foreign advertising. As usual, the selections are excellent. This annual has become an accepted yearly addition to many American

"28,000 REQUESTS" In only its first 18 months 28,000 (of "I-E-N's" total 30,000) plant operating men in industry have definitely requested personal receipt each month of **INDUSTRIAL EQUIPMENT NEWS.**

Result - - - a new standard for space advertising effectiveness and for advertising **COVERAGE, INTEREST and ACTION** per dollar spent.



Evidence - - - with only its first year carries the advertising of more companies selling to industry than any similar paper.

\$69 to \$75 for standard advertising representation to reach 30,000 plant men in all industries.

Thomas Publishing Co., 461 8th Ave., New York

advertising libraries. Those who have not yet discovered it will do well to investigate.

The Flexible Budget. By John H. Williams. (McGraw-Hill Book Co., Inc.) The jacket of this book gives a good summary of its contents: "A vigorous, detailed treatment of budgeting as a tool of efficient management, approaching the subject from the standpoint of the executive rather than the accountant. The book is not, however, a treatise on budgeting—encumbered with charts and tables—but a step-by-step account of how to set up a budget and make it work."

Bank Letters That Build Business. By A. A. Kretschmar. (Bankers Publishing Company.) Here is an unusual letter book inasmuch as the

contents are made up almost entirely of sample letters classified according to their use. Miss Kretschmar has confined her comments to a dozen pages and has let the letters speak for themselves. A welcome departure although the book, of course, has a limited appeal. A similar book on sales letters or collection letters would be of unusual value.

Boston Conference on Distribution. (Retail Trade Board, Boston Chamber of Commerce.) In this book are gathered the speeches and discussions on the speeches delivered at the last Boston Conference. Because of the national importance of this conference and because of the fine material contained in the speeches, this compilation has a definite value.

Appoints Arndt Agency

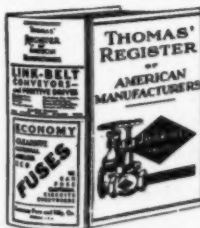
The Dill Company, Norristown, Pa., has appointed John Falkner Arndt & Co., Inc., Philadelphia agency, to handle the advertising of Espotaba. Newspapers in major markets will be used in a forthcoming campaign.

Advanced by Pneumatic Scales

Albert R. Keene has been appointed advertising manager of the Pneumatic Scales Corp., Ltd., Norfolk Downs, Mass., packaging, wrapping and weighing machines. He has been with the company for about ten years.

The Complete Purchasing Service

The combination of **THOMAS' REGISTER** and **INDUSTRIAL EQUIPMENT NEWS** offers a complete information and purchasing service to the classes specified on opposite page. . . . The annual Register is the **permanent** record for all established products, showing names of all Manufacturers, and descriptive matter for many of the products—The monthly "**I-E-N**" reports new developments as they continuously appear throughout the year and each description in **INDUSTRIAL EQUIPMENT NEWS** refers the reader to the Register for all established products. Reference to the Register for anything required has become a "habit" with most of the important buyers in all lines, everywhere.



25th Annual Edition
2230 Advertisers—90% Renewal

THE BUYERS' MASTER KEY
TO ALL
AMERICAN SOURCES OF SUPPLY

*The only A. B. C.
Purchasing Guide*

Thomas Publishing Co., 461 8th Ave., New York

Why 1935 Will Be Big Year for Advertising

(Continued from page 10)

better products, better methods, and we would be lost. It is this that has made us the greatest inventive, manufacturing, and advertising nation on the face of the earth.

Not long ago in the New York *Herald Tribune* Henry Ford was quoted as saying:

"What's going to alter our lives is probably happening this minute in a backyard workshop, where some crank is thinking by himself. All this boiling and steaming on the surface means to me that something is brewing, but not in Washington, and not what people are talking about. Study the past and you will see that the Congresses and the crowds were always arguing irrelevant and unimportant issues, while the real revolution was going on quietly in the laboratory."

A manufacturer of firearms developed an entire line of electrical household laundry equipment, and kept a large part of his "inflated" war-time factory and labor busy. A motor-car manufacturer has branched into the household appliance field on a tremendous scale, until his new business overshadows, almost, the old. A radio manufacturer is making electric refrigerators, and a manufacturer of refrigerators has gone in for radio.

Old Products Have Been Trottled Out, Too

In the manufacturing of products, as in the distribution of goods through certain defined channels, limitations seem to have been thrown to the four winds. Not only have manufacturers entered new fields, but they have trotted out old products that had been hibernating, or had once been definitely discarded. In most cases these have been given new guise, new dress, new names, and new advertising appeals.

In the effort to regain old loyalties, "Force" has been revived: we

see "Sunny Jim" cavorting in the advertising columns, as of yore—with genuflections; we see sixty-two-year-old "Cashmere" soap once more in the advertising pages. We see "Sapolio" shaking the dust of years off "Spotless Town" and the Hartford Insurance Company bringing its antlered "stag" out of retirement. Then, there is "Eskimo Pie," which enjoyed such a meteoric rise in 1921 (with over 100,000 customers secured in sixty days) re-introduced in numerous disguises, to win for itself hosts of new adherents, to create new loyalties for confectioners, ice-cream producers, vendors, motor-car and truck manufacturers and others, directly or indirectly concerned with its making and distribution.

How One Manufacturer Looks at Change

Review any industry today and you find plenty of activity, change and motion, if not forward progress. One manufacturer says:

"We never were so busy, planning and preparing to be busy. For the past few years our business has been nothing but an upsetting of apple-carts. When old-established lines were stymied, we introduced new ones; some were simple variations of the original, others were radically different . . . anything to keep our old trade in line, to hold the good-will of our customers and to win what we could of new trade. What with the assaults by competition upon our lines and the willingness of our customers to lend an attentive ear to their blandishments, we've had a merry fight.

"These times put a pretty heavy strain upon customer loyalty and allegiance. I know because we, ourselves, have severed some connections of long standing with some of our suppliers. We, too, have had to stop, look and listen

for better material, lower prices, and greater service from our suppliers. It hurt to cut connections that have been mutually profitable for years; but if we couldn't get what we wanted from the old friends, we had to hunt up new. In turn, we've had customers who have stood fast with us through many vicissitudes, cut the Gordian knot of long business friendship and go elsewhere.

"In times like these no one can determine just how far loyalties can be stretched without breaking. Out of it all we've adopted the attitude of 'friendly separation' and try not to look upon these severed allegiances as a permanent divorce. I believe many of them will return to the fold just as we will, in time, revert to some of our old friends when they are better able to serve us."

A Different Attitude Toward "Old Loyalties"

Another manufacturer, of heating equipment, takes a different view. He believes many old loyalties are divorced for good. He says:

"For many years, even after the depression set in, we continued to place our orders with a certain foundry. We had turned a deaf ear to the proposals of competing foundries because we felt we were receiving satisfactory service. Then, as competition increased, and we were put to it to maintain our position, we simply had to look around. We laid the cards on the table with our old friends, showed them what we had to have and gave them the preference. In a word, we went out into the open market. And when all the evidence was in, we simply had to place some orders with a competing foundry.

"We were surprised to find that the quality of the material delivered, and the service, was far and away superior to that which we had received from the old company. Of course, we discounted these first orders, believing that special efforts were being made to please us. But as time went by there was no lessening anywhere along the line. On the contrary,



578 MADISON AVENUE
NEW YORK, N. Y.

has now gone
through enough
consecutive years of
lineage leadership—
21—to vote.

And enough years to be
unquestionably and un-
qualifiedly "voted" the
top by test.

Total Display 1934

(figures by Nat. Adv. Records)

FIELD & STREAM leads the

- 2nd magazine by 60%
- 3rd magazine by 67%
- 4th magazine by 70%
- 5th magazine by 85%

●
In the year of 1933 FIELD & STREAM led its nearest contemporary by 46%. And to have shown the largest increase in the field of sporting magazines (29,582 lines) in '34, as compared with '33, is—SOMETHING.

we found co-operation that we never before knew a foundry could give its customers. The result is we've been forced to award all of our business to our new-found friends . . . much as it hurt to leave the old. Had we gone along with the original foundry through mistaken sense of loyalty we would today be passing up valuable service that has meant all the difference between loss and profit in certain of our products."

Other Reasons for Shifting Allegiance

Shifting of allegiances is not always due to failure to deliver a specified quality of product. Perhaps it is more often due to changes in management or policies, impelled by the times. Obviously, it is difficult to maintain normal standards of service with depression-curtailed staffs. Many companies have lost experienced and capable executives, and with them the good-will—and in many instances the profitable trade—of long standing. Many concerns have loaded responsibilities upon executives beyond their power to cope with them. All of which contributes to the shifting of loyalties—and business.

But here's a ray of sunshine, advanced by still another manufacturer:

"I believe slumps and recessions perform one service, at least. They serve to upset the complacency so peculiar to us Americans in time of milk and honey. We forget that, whether we know it or not, most manufacturing plants suffer a quality slump about every four or five years. This occurs regardless of economic conditions. Even where no changes are made in the materials or workmanship of a product, it requires more than constant watchfulness to keep quality up to the established standard.

"By our very nature we are prone to be careless, to start a new thing with high-speed enthusiasm (then to taper off—and to forget that workmen and machinery depreciate). Competition, inspired to greater degree than ever by the depression, if nothing else, requires

that we check and double-check operations and materials, that we devise newer, better, more economical ways of doing things. In a word, during normal times we can let well enough alone, but in abnormal or subnormal periods we must watch efficiency standards in manufacturing and selling as never before. In this sense, the depression has been a sort of perpetual alarm clock, to awaken us to the imperative need of keeping up with the kaleidoscopic changes of the day."

That shifting loyalties are not the result alone of the search for, and discovery of new products and methods, but percolate throughout the intricate arteries of business, is found in a study of other facts, such as distributive outlets.

Loyalties are being pulled this way and that by super-independent retailers, by the super-chains, by super-co-operatives. If manufacturing has become "scrambled," so, too, has retailing. Sometimes it seems that there is no clear line of demarcation for distribution. Grocery stores have gone in for meat, and meat stores for groceries; the modern drug store is an infant department store; cigar stores—particularly since women have become accustomed to buying in these previous haunts of man alone, have become the abode of books, games, confectionery and whatnot. Gasoline filling stations have taken on the sale of automobiles and accessories, and automobile service stations are entering the retail car field. And the end is not yet.

Stores Have Had to Break with Precedent

Large retail establishments which, yesterday, felt it unnecessary and undignified to give any prominence to their names on their stores, counting upon customer fealty, have had to break with precedent, and blazon their names "high, wide, and handsome." Other stores that remained aloof from the herd and refused to shift their store location with the shifting of buying traffic—banking upon their patrons seeking them out, however inconvenient—have banked little else. Buying-

loyalty
no fan

This
to pla
and re
tain
and s
consta

Just
of 19
stituti
produ
tives,
throu
encou
good
to wi
substi
sell-a
tising
bear
hold
factu

Ev
ness
zealo
will
the p
the "a
upon
Thes
nerv
breed
ence
even
cause
and

Th
wher
Lo
well
desk
exec

Nam

Hi
appoi
Agen
tising
York
die a

B

Blac
8 p
16
32

Ruc

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Romer, Editor and President
1906—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MARKS, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erbes, Jr., Washington, 1208 Carpenters' Building; Chester M. Wright, London, 110 St. Martin's Lane, W. C. 2; McDonough Russell.

ADVERTISING OFFICES

Chicago, 6 North Michigan Avenue; Gove Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney, Manager.
Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, JANUARY 17, 1935

Composite Foods Bill

A food and drugs bill fair to decent advertisers and affording ample protection to the consumer will doubtless be passed by Congress this year—and receive the enthusiastic endorsement of the Department of Agriculture and the various interests involved.

It will not be the Copeland Bill, which was presented in full in last week's PRINTERS' INK. This measure is shot through with inconsistencies and eccentricities that give one a sort of "gone" feeling as he contemplates them.

It will be a composite measure containing the best features of the Copeland Bill, the McCarran Bill (written by Charles Wesley Dunn, a synopsis of which appears elsewhere) and probably also a bill written by James F. Hoge, of the Proprietary Association, which will be described in PRINTERS' INK next week.

Senator Copeland, PRINTERS'

INK is able to state with authority, is not satisfied with his bill (S.5) in its present form. He shouldn't be. For it does not tell the advertiser what he can do. Neither does it tell him what he can't do, nor what he must do. The sole judge as to what constitutes good or evil seems to be the Department of Agriculture. Thus there would be set up an autocracy which, in effect, would be little less than appointing a receivership for three large divisions of American industry.

But he introduced it when he did, in an apparent hurry, largely as an act of political expediency, and also as a part of the following plan:

Mr. Dunn took to Senator Copeland a few days ago a copy of his (Dunn's) bill which he offered as a candidate for the inevitable new food and drugs act. The Senator thought well enough of it as a whole to request Senator McCarran to introduce it. He stipulated that his own bill was to go in first. Then, with the two bills before the Senate Commerce Committee, the best features of each could be welded into one.

Next week in Washington a meeting will be held—participated in by the Department of Agriculture—at which the Copeland and McCarran Bills will be studied, section by section, and an effort made to put down on paper at least the basis for the composite measure above referred to.

Meanwhile, the Proprietary Association is biding its time and, at the proper psychological moment, will have the Hoge bill properly placed in the Congressional hopper. This is a strongly drawn measure which is bound to have its influence on such legislation as may be finally passed. It has one very undesirable feature, though—a provision that enforcement shall be by the Federal Trade Commission. General advertisers will not like

that one; and neither does PRINTERS' INK.

It is not too much to say, however, that in these three bills there are probably the makings of an almost perfect foods, drugs and cosmetics law.

The encouraging thing about the situation is that the Department of Agriculture, Congress and advertisers are for once in one camp. Instead of a free-for-all fight, which characterized the Copeland Bill hearings last year, they are sensibly working together.

The fight last year was just one of those things, uninvited and unwelcome, that come when good people insist on having their own way too much. The advertising folks were perhaps too fighty—too much inclined to see red when anybody even breathed suspicion against the sacred name of advertising. And the Government people (with the exception of Senator Copeland and a few others) were just about as arbitrary and cocksure as you could find in a long journey. And they didn't know much about the subject, either. The resulting fracas was as painful as it was unnecessary.

But this year the brethren seem to be dwelling together in unity. At least they are starting out that way. Maybe they will continue thus showing sense. Business hopes so. For with this menace to advertising disposed of, with the uncertainty removed, advertising is in for a great year, gentlemen, a great year. And the quicker the thing is done, the greater will be the year.

Law-bound, but Kicking

Old, but still funny, is the concept of the farmer who, under the munificence of the fabulous AAA, grows richer and richer by *not* raising increasing numbers of hogs.

Newer, and too close as yet to look comical, is the plight of the

business man, cabined and confined by codes that, by estimate of a committee of the American Bar Association, now prohibit methods of business conduct numbering somewhere between 4,500 and 5,000. Which means that there are that many new crimes.

It took one law to get Dillinger. To restrict to the narrow path of business rectitude the business men of America has required, in a twelvemonth under NRA, 10,000 pages of brand-new restrictive commandments.

Dillinger, it seems, was a piker. And Public Enemy No. 1 is not some still-current gangster, but industry's collective executive—the same executive, by the way, whom the Government in Washington has invited to collaborate in the creation of a social and economic Utopia.

And meanwhile, as was remarked last week at Yale by Gilbert H. Montague, New York attorney, "hundreds of business men, having complied with every code that they thought applied to them, are now awakening to the unpleasant realization that they are today in peril of criminal penalties, injunction proceedings, damage suits, and heavy money forfeitures for failure to comply with unsuspected provisions of other codes."

But business is tough—tough enough and still strong enough to raise its voice in protest, as Mr. Montague did and as these lines do, against the further, fungus-like growth of "hole-in-the-corner, particularistic, overlapping, coercive, monopolistic, uneconomic, unevenly enforced, executive-made laws."

Support Where It Belongs

Does an advertiser use a publication? Or does he support it? Does he intend that his copy shall help sell his wares? Or is he buying with his left hand, an unknown quantity of a highly imponderable and

deeply questionable force called "influence"?

The questions are simple. No one of them ought to demand more than an instant's thought; and every one of them can be answered with a monosyllable. Yet they strike to the core an advertising situation so irrational that, in this fairly enlightened age, it seems incredible.

Mostly, American advertisers know what their advertising dollars are buying. A dollar in a newspaper, or a dollar in a magazine buys a pre-determined fraction of an identified market.

Whom is the advertiser reaching, and how many? The answer lies before him in black-and-white facts—facts that have been gathered and verified by the Audit Bureau of Circulations.

Of American newspapers, nearly 90 per cent are members of the A. B. C., and of magazines more than 76 per cent.

But among business papers, the specialized press through which the advertiser would convey his specialized message and thus round out his merchandising program, A. B. C. membership or membership in Controlled Circulation Audits, Inc., is held by fewer than 40 per cent. The remainder, numbering more than 1,100 are unaudited—1,100 unaudited pigs in 1,100 "supported" pokes.

Membership in either bureau entails expense—expense for dues and expense for maintaining circulation records acceptable to the bureau. But here is expense that is an investment in honesty and integrity. Membership is as essential to a publisher's self-respect as are soap and water.

And meanwhile, advertisers, if they *must* feel that advertising is a medium of support, will be placing that support where it ethically belongs if they will reserve it strictly for those publications that are able to show that they deserve it.

"Accept?" "We Do!"

This year's annual issue of *The Iron Age* weighs four pounds and two ounces—and this without any insinuated samples of the products of its durable goods advertisers.

Further statistics: This annual presents a convention of advertisers to the number of 474, who occupy a total of 285 pages, 116 of which are in color. Last year's total of advertising pages was 169, and 1933's was 157. This year's is the biggest issue since 1931.

Editorially, the book does itself proud. Its theme is this: Arcturus visits the earth. Taken to a high place—which looks like the nape of the neck of one of the gargoyles on the Chrysler Building—he is shown the material wonders of earthly civilization; and he asks, in effect, "How come?" This four-pound tome, with its "reading matter" and its advertising, is his answer.

Progress in industry? Yes, this annual is an accolade to technical knighthood. But there is another significance, closer at hand, easier to grasp and—right now—more heartening.

In part, a foreword says: "We have made this number of *The Iron Age* a prosperity symbol. . . . As you, with the imaginary Arcturus, follow the dramatic and colorful sequences of our industry's progress that unfold on these pages, may you be inspired by the wonderful accomplishments of today to strive for the still greater ones of tomorrow."

Nowadays, it is an accomplishment to achieve and to materialize, in any form, that intangible known as confidence. Hence this record-breaking annual is more than a publishing achievement. On its own broad base it stands as the future's challenge to enterprise—as the future's challenge and as industry's acceptance.

Pick your markets INTELLIGENTLY PROFITABLY

One of our clients makes a product that has literally thousands of uses. You could almost shut your eyes, jab a pin in a Department of Commerce list of industries and come up with a market for this particular product.

But our client does not pick his markets that way. Before putting forth a planned sales or advertising effort, he makes a study of each market. He wants many facts: the sales potential, of course . . . competition . . . applications for which his product is demonstrably superior . . . applications for which it should be better . . . applications for which it is not so good . . . buying influences . . . purchasing practices as they differ in various parts of the country and etc.

We have investigated a number of markets for this client. As a result of one investigation, our client's sales to a certain industry jumped 300% in one year. Another investigation completely changed the client's sales approach to an industry. A third investigation has given our client the jump in a market which has a first year potential of several million dollars.

Perhaps we could make a profitable market investigation for you—not a collection of statistical data, but a definite, sharp picture of a market as it concerns *your* company.

G. M. BASFORD COMPANY

18 YEARS OF INDUSTRIAL MARKETING AND ADVERTISING

ESTABLISHED 1916 • MEMBER A. A. A. A.—N. I. A. A.

NEW YORK—60 EAST 42ND STREET

PITTSBURGH—KOPPERS BLDG. • SPRINGFIELD, MASS.—STATE BLDG.


Rural and Farm Publications

Commercial Advertising Linage for December

(Exclusive of house, livestock, baby chick and classified advertising)

Monthlies			1934	1934	1933
	Pages	Lines	Pages	Lines	Lines
Country Gentleman .. 27	18,661	13,638			
Capper's Farmer .. 18	12,490	8,909			
Progressive Farmer & Southern Ruralist					
Ky.-Tenn. Ed. .. 15	11,192	6,096			
Carolinas-Virginia Edition .. 15	11,135	6,053			
Georgia-Ala. Ed. .. 15	11,100	6,604			
Texas Edition .. 14	10,131	6,419			
Miss. Valley Ed. .. 14	9,928	6,630			
All Editions 12	8,718	4,820			
Average 5 Editions .. 15	10,697	6,360			
Successful Farming. 23	10,310	7,984			
Country Home 18	8,307	7,045			
South. Agriculturist .. 12	8,200	5,651			
California Citrograph .. 12	8,159	8,739			
Farm Journal 11	4,754	3,640			
Western Farm Life .. 6	4,435	3,280			
Southern Planter .. 6	4,268	3,144			
Breeder's Gazette .. 6	2,775	*3,032			
Wyoming Stockman-Farmer .. 3	2,485	1,520			
Bureau Farmer ... 2	861	1,748			
*Nov. & Dec. issues combined.					
Semi-Monthlies					
Missouri Farmer .. 13	9,822	9,900			
Arizona Producer .. 12	9,573	5,651			
Oklahoma Farmer-Stockman .. 11	8,629	7,654			
Utah Farmer .. 11	8,477	4,778			
Montana Farmer .. 8	6,230	5,536			
Farm & Ranch ... 8	5,797	5,079			
Hoard's Dairyman. 8	5,741	4,183			
Arkansas Farmer .. 6	4,384	3,699			
Bi-Weeklies					
(2 Issues)					
Nebraska Farmer .. 18	13,344	7,292			
Local Zone Adv. .. 13	9,394	6,669			
Average 6 Editions .. 20	14,910				
Wallaces' Farmer & Iowa Homestead. 15	11,577	12,684			
Amer. Agriculturist. 16	11,484	8,147			
Local Zone Adv. .. 4	3,192	2,700			
Pennsylvania Farmer 11	8,807	8,363			
Weeklies					
(5 Issues)					
Pacific Rural Press 21	15,819	18,637			
Dairymen's League News .. 3	*2,406	*1,819			
*Four Issues.					
Farm Newspapers					
(4 Issues)					
Kansas City Weekly Star .. 3	8,300	9,808			
Kansas Edition .. 3	8,286	10,080			
Missouri Edition. 3	8,272	8,576			
Ark.-Okla. Edition .. 3					
Dallas Semi-Weekly Farm News .. 2	4,627	4,791			
Tuesday Edition .. 2	3,956	†3,867			
Friday Edition .. 2					
†Five Issues.					
(Figures compiled by Advertising Record Company)					

Now Is the Time To Talk to Dairymen



New York State is blazing new trails in the milk business. State regulation under a milk control law has raised milk prices. An intensive State Milk Advertising Campaign is on to increase milk consumption and stabilize markets.

This is experimentation but it has centered the public's attention on milk. It is lifting the spirits of New York dairymen and renewing their confidence in the future of their business.

Now, is a favorable time to advertise to dairymen and their families. The logical medium is the Dairymen's League News, owned by farmer-dairymen and published in their interest. Through this weekly dairy paper, you can reach two out of every three producers of market milk in the New York Milk Shed.

Ask the Business Manager to explain how your product fits into this picture of increasing rural prosperity.

DAIRYMEN'S LEAGUE NEWS

NEW YORK

11 W. 42nd St.

R. L. Culver, Bus. Mgr.
Penn. 6-4760

CHICAGO

10 S. LaSalle St.

J. A. Meyer
FRANKlin 1429



The Little Schoolmaster's Classroom

"ROSE" and "Bud" are a pair of additions to the roster of advertising trade characters. As might be gathered from their names, their featured roles are in connection with flower advertising—co-operative newspaper and direct-mail campaigns sponsored by the Allied Florists' Association groups in Chicago and St. Louis.

The campaigns, something new in retail florist promotion, were centered around the Thanksgiving and Christmas seasons. And "Rose" and "Bud" are given partial credit for substantial retail sales increases reported by florists in both markets.

Photographs of the cutout cartoon-type figures of "Rose" and "Bud" headed the newspaper advertisements. Dialog in sprightly, humorous verse carried a general message on flowers, suggesting them at Thanksgiving time as table center pieces for the feast

day and during December as an ideal Christmas gift. In each piece of copy several flowers particularly appropriate to the occasion in point were described and the price range for each was given.

Individual florists used the mailing pieces to tie in with the newspaper advertisements. These carried an imprint of the dealer's name and were in much the same style as the newspaper copy, except that a wider selection of flowers was listed and illustrated.

• • •

Christmas sales zoomed way above normal for Bamberger's in Newark, N. J., which used two clever promotion plans to help bring this about. Both plans are not only interesting but, in the Schoolmaster's opinion, also of probable value to members of the Class who may want to adapt them to some use of their own.

Each plan covered a pre-Christmas survey, conducted among specific population groups to find out their respective tastes in gifts. College men, college girls, high school boys, little boys, mothers, grandmothers, debutantes, grandfathers, business women, high school girls, young men about town, and fathers all were questioned as to their gift preferences. In all, 300 individuals in each group were questioned.

The answers in many cases were quite unexpected. They contributed to copy material which featured a preference for gifts that ordinarily would not be thought of by a giver. Backed by statistical authority these unusual items, in many instances, had a strong following. Some mothers craved a

ROSE and BUD

*Something
TO BE THANKFUL FOR*

ROSE: "Here I DO wish we had our new dishes at something—for Thanksgiving. Aunt Katherine will be here, and you know how her table always quakes."

BUD: "Cheer up! I've got a brighter idea!"

permanent wave; thirty grandmothers wanted Cointreau and Benedictine; more little girls wanted skis than did those who wanted sleds; and some debutantes wanted accessories for their cars.

Ten thousand letters were sent out asking people to give the names of five friends to whom presents would be given. Bamberger volunteered to ascertain individual preferences. In all 1,500 people were told that they were to receive a present and asked to mention what they would like. The original group, in turn, was notified concerning what the store had found out. If the merchandise was carried in stock, prices were quoted and the goods described.

In each plan, the underlying idea was to find out what people wanted, specifically as a service to customers but, in performing that service, the store collected facts which it can use in its merchandising promotion in many ways.

By way of Cleveland, information comes to the Class about an

American girl, Miss Lorna Tuck, whose advertising work is getting considerable attention in London. Not only are Londoners responding to the note of gaiety which runs through her copy, but they are taking to heart some of the advice she puts into her headlines.

Miss Tuck began her business career as secretary to Charles W. Mears, advertising counselor of the *Cleveland News*, who for years has been teaching advertising principles to ambitious students. She graduated from the Cleveland Advertising School of which he is dean and later became advertising manager of the Lindner Coy store. She went abroad for a course at Cambridge, got a job in a provincial English department store.

So adept was she in absorbing British advertising methods that Harvey Nichols & Co., Ltd., fashion specialists invited her to London. The result, after one year, has been an increase of 40 per cent in the firm's business, much of which is credited to Miss Tuck's copy. The Schoolmaster isn't

Here's a MAN for you!

This 39-year-old Sales Manager is now employed in New York. With over 15 years' PRACTICAL sales promotion, advertising and merchandising experience in wholesale, retail, mail order and specialty lines, he is the ideal man to ring the cash register for YOU in New Deal selling.

He has directed and worked with salesmen in the field from coast to coast. He has contacted, sold and developed jobber, distributor and dealer accounts everywhere. He is thoroughly familiar with territories, populations and sales possibilities in every corner of the U. S. A. He knows human nature, human

needs and human desires . . . and he knows what the New Deal will mean to business during the next ten years!

He is a man's-size fighter, with a personality that inspires respect and attention. He is a trained organizer and leader; a good mixer; a finished writer; an experienced speaker; a fine personal salesman; cultured, creative, widely traveled here and abroad.

SALARY requirements around \$7500. Details in confidence. If you think you can use this MAN in your business, it MIGHT be worth your while to address "G," Box 43, Printers' Ink.

HAVE YOU PROBLEMS IN THE FAR EAST?

Chief of the Foreign Division of one of America's leading advertising agencies leaving early in March for a 3-months' trip to the Orient in interests of clients. Familiar with territory covered—has lived and worked there.

Would be interested in discussing your merchandising and advertising problems in the Far East with a view of rendering service. Address "E," Box 42, P. I.

Experience for Sale

Young executive with wide and valuable experience in sales, sales promotion, merchandising and advertising, desires position. Directed and worked with salesmen from coast to coast, and personally sold jobbers, department stores, chain stores and consumers. Past record clean and successful. 14 years' experience, 36, married, Christian. Address "H," Box 44, Printers' Ink.

Sales Manager — WANTED —

Corporation owning valuable patent on commodity acclaimed by national retail and premium houses assuring volume distribution offers attractive arrangement to nationally known man who can make or arrange temporary investment of \$25,000 for production.

KEY KING CORPORATION
63 Milwaukee West
DETROIT, MICHIGAN

drawing any moral but he thinks that many members of the Class can join with Professor Mears in reading into this very satisfactory achievement a testimonial to sound advertising principles intelligently applied.

• • •

It may have been that preceptor of so many sales executives, John H. Patterson, of the National Cash Register Company, who impressed upon Richard H. Grant, General Motors' vice-president in charge of sales, the importance of always dominating the prospect. In any event, so keenly has Mr. Grant followed this rule that it has become second-nature for him to make the opportunity for dominance, whatever the odds.

For instance, in his recent speech before the Sales Executives Club of New York, he found that he was not on the customary dais from which speeches are usually made. Mr. Grant, following his introduction, lost no time in informally announcing that he felt himself at a disadvantage. The remedy he provided himself. He asked his audience's indulgence while he climbed upon a chair from which he could see all of the 230 people who had come to hear him. From that stand he delivered his speech.

Your Schoolmaster was one of those who was seated farthest away from the speaker and he fully appreciated Mr. Grant's strategy. As a sales executive, Mr.

• ADVERTISING • Account Executive

Small agency of recognized ability and good record seeks to augment its staff with an able executive . . . an account getter and holder. We think this is an opportunity for the right man who would like to be associated with congenial people and surroundings. Strictest confidence observed. "B," Box 39, P. I.

TORONTO
MONTREAL
WINNIPEG
EDMONTON

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
VANCOUVER

Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Publisher's Representative. New York organization available for established publication needing Eastern business. Broad merchandising experience. Wide acquaintance. Commission or other arrangement. Box 439, Printers' Ink.

EMPLOYMENT SERVICES

THE MAN TO FIT THE JOB

The logical candidate for any job is the man who fits the job by measuring up to all requirements—he who has the exact experience and qualifications called for.

No better way to locate the man to fit the job than by advertising for him. And no better medium for the purpose than **PRINTERS' INK**, if the man you seek must possess a sales merchandising or advertising background.

An advertisement in **PRINTERS' INK**, describing your man, should uncover many excellent prospects from among whom one is very likely to stand out as the best fitted for the job.

HELP WANTED

Advertising Men, full or part time in or near N. Y., Boston, Phila. and Chicago to contact wholesale bakers, creameries, ice-cream plants and laundries. Portfolio to help you plan \$100 to \$5000 sales plans personalized by you to fit local conditions. Not syndicate type of advertising. 24 hour service to back you up when necessary. Box 438, Printers' Ink.

Industrial Copy. New England manufacturer of national scope with own advertising department requires copy writer with experience and ability—one who can make his own rough layouts for trade space and direct mail. Technical education or industrial experience essential—age, around 30. Experience advertising to the process industries very helpful. Give complete story and salary desired. Box 435, Printers' Ink.

MISCELLANEOUS

ECONOMIZE!! Reproduce Sales Letters, Price Lists, Diagrams, Illustrations, etc., inexpensively. \$1.50 hundred copies; add'l hundreds, 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

Letter Specialist—Sales promotion—publicity—complete campaigns—advertising copy—radio continuity. No job too small—none too big. B. Huberth. Write Rm. 1906, 25 E. Washington St., Chicago.

POSITIONS WANTED

Advertising Salesman—Earnings \$100-\$300 per week for ten years. Very wide clientele, wants sound connection. Industrious—well educated. High character. Box 436, Printers' Ink.

VISUALIZER AND FINISHED ARTIST

WIDE AGENCY EXPERIENCE ON HIGHEST TYPE OF WORK—YOUNG. BOX 434, PRINTERS' INK.

SALES MANAGER: Graduate mechanical engineer; at present engaged on highly technical and successful sales development job; familiar with contacting branch offices, foreign agents and capable in developing men in field; knows mechanics of advertising, media and production; devised system of sales control with great efficiency and economy. Technical writer. Family man, Christian, age 40. Data on accomplishments in present affiliation submitted in personal interview. Well recommended. Salary secondary to permanent connection and opportunity. Available Feb 1. Box 433, P. I.

TO THE "ONE-MAN AGENCY"

The man who has a reasonable amount of high-class business, but who has found that rent and other overhead in the past few years have seriously eaten into income, might find it advantageous to associate himself with this medium-sized New York agency—one with long-established reputation, completely equipped in every department. Your personality need not be submerged. As much assistance as you wish on your accounts, to give you more time for development work. A discussion implies no obligation on either side. All correspondence confidential. Box 437, Printers' Ink.

Advertisers' Index

No responsibility is assumed for any omission.

	PAGE
Ayer & Son, Inc., N. W.....	1
Basford Co., G. M.....	111
Buffalo Times.....	50-51
Business Opportunity "E," Box 42.....	116
Business Week.....	74-75
Chicago American.....	14-15
Chicago Tribune.....	120
Cincinnati Times-Star.....	59
Classified Advertisements.....	117
Dairymen's League News.....	113
Des Moines Register and Tribune...	2
Detroit News.....	30-31
Esquire.....	76-77
Field & Stream.....	105
Francis Press, Charles.....	119
Gibbons, Ltd., J. J.....	116
Grit.....	89
Hawley Advertising Co., Inc.....	91
Help Wanted "B," Box 39.....	116
Homiletic & Pastoral Review.....	107
Indianapolis News.....	19
Iron Age.....	68-69
Key King Corp.....	107, 116
Los Angeles Times.....	16
Louisville Courier-Journal, Times...	29
Macfadden Women's Group.....	65-66
McCall's Magazine.....	54-55
McGraw-Hill Book Co., Inc.....	99
McGraw-Hill Publishing Co., Inc.....	46-47
Milwaukee Journal.....	6
Nation's Business.....	22-23
New York American.....	90
New York News.....	34-35
New York Sun.....	11
New York Times.....	13
Pittsburgh Post-Gazette.....	85
Pittsburgh Press.....	60-61
Portland Oregonian.....	80-81
Position Wanted "G," Box 43.....	115
Position Wanted "H," Box 44.....	116
Printers' Ink Publications.....	100-101
Printing Products Corp.....	73
Progressive Farmer.....	42-43
Providence Sunday Journal.....	5
Rue Pub. Co.....	107
Southern Agriculturist.....	95
This Week.....	38-39
Thomas Pub. Co.....	102-103
Thompson Co., J. Walter.....	8-9
Toledo Blade.....	93
United States News.....	86
Woodward, Inc., John B.....	97
Worcester Telegram-Gazette.....	27

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

Grant knows the force of drama and he was determined that everyone in the room should see the whole show.

• • •

A few weeks ago the Schoolmaster commented on the Santa Claus motion display that was distributed to Eveready flashlight and battery dealers before Christmas by the National Carbon Company. An experienced user of display material, this company knows that no matter how good the display may be a certain number of dealers will lose interest in it after a short time. Because this particular display is suitable for the Christmas season only, it was important that the motion unit be kept in operation continuously before the holidays.

A week or so after the display was sent to the dealers, a follow-up card was mailed from the branch offices with this cautionary note:

"The Eveready Santa Claus Display which you are using will run day and night on one Eveready Dry Cell until after Christmas. Don't stop it to save juice; it is made to last.

"If you stop the action, the display is not worth half as much to you. Keep it going. The drain on the battery is so very slight that one dry cell will last for many days.

"Keep your Santa Claus Display in motion all the time!"

Seldom do advertisers go to the trouble of reminding dealers to keep displays in use once they have been shipped. Yet the life of many a display could be extended if the manufacturer would only take steps to convince dealers that such an extension would be worth their while.

♦ ♦ ♦

New Addresses

The Forum and Century Magazine.
New York, 570 Lexington Avenue, that city.

Bertram Reibel, Chicago, advertising,
823 South Wabash Avenue, that city.

Chas. Dallas Reach, Inc., Newark,
N. J., agency, 58 Park Place, that city.

The Majestic Photo Engraving Co.,
Inc., New York, 50 West 17th Street,
that city.

The United States News has moved
its New York office to 247 Park Avenue.



OF COURSE

—nearly everyone does. But what KIND of printing do you need?—that's the question.

You can't simply say that printing is printing and let it go at that. Think of the difference between the fresh-laid egg and that of yesteryear!

And there's a whale of a big difference between printing—of the sort you love to look at—and the "run-of-the-mill" variety.

In emphasizing your need for printing, what we mean to coyly suggest is that you really need Charles Francis Press printing.

Let's get together!

CHARLES FRANCIS PRESS

**MEdallion 3-3500
461 EIGHTH AVE.
NEW YORK, N. Y.**

PRINTING CRAFTS BUILDING

64,400
 ★
 ★
 ★
 ★
 ★
 ★
 ★
 ★
 ★
 NET
 PAID
 CITY
 AND
 SUBURBAN
 DAILY
 CIRCULATION

*At the lowest general
daily milline rate of
any Chicago newspaper!*

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

TOTAL DAILY CIRCULATION NOW IN EXCESS OF 801,000